

M9L20. Corporate Strategy Management

Slide #1



The slide cover is divided into two main sections. The left section has a dark background with white and yellow text. The right section features a grayscale image of a person standing with their back to the camera, looking at a large, curved digital display. The display shows a complex network of nodes and lines, along with several hexagonal icons containing bar charts, line graphs, and network diagrams.

ATM
TEXAS A&M UNIVERSITY
Engineering

Corporate Management

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TCMT 612 | Technical Management
Decision Making

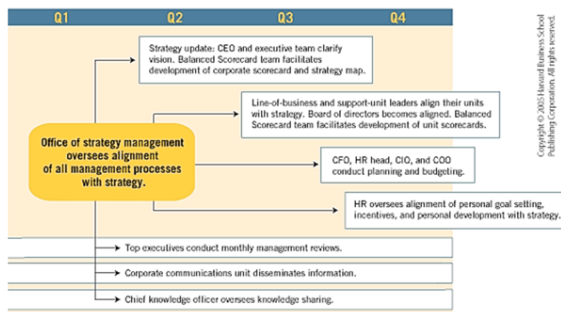
MASTERS OF ENGINEERING TECHNICAL MANAGEMENT

Slide #2

Corporate Strategy Management

The New Strategy Calendar

At scorecard-driven companies, the strategic processes are carried out or supervised by the office of strategy management in coordination with the appropriate management teams or executives. This ensures that the strategy is fully reflected in all strategy-related activities at all levels of the company.



<https://hbr.org/2005/10/the-office-of-strategy-management>

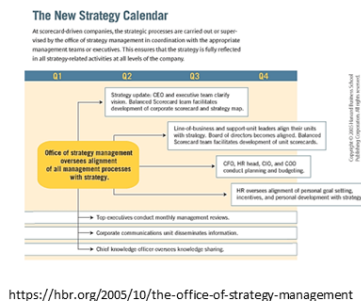
Objective:
Ensure the effective
execution of corporate
strategy

In high performing companies, the strategic management function plays a pivotal role in ensuring the effective execution of corporate strategy.

This dedicated function takes on several key responsibilities to drive success and long-term value for the organization.

Slide #3

Corporate Strategy Management



Responsibilities:

- Translate corporate roadmaps into actionable business plans across all units.
- Execute strategic initiatives
- Align employee capability development plans and career goals with strategic objectives
- Drive rapid adjustment and coordination

Ensure computer-driven business initiatives aligned with the strategy execution plan

The strategic management function ensures that corporate roadmaps are effectively translated into actionable business plans for all units within the company.

By aligning these plans with the overarching strategic objectives, the function enables a cohesive approach throughout the organization.

The strategic management function takes charge of executing strategic initiatives that are essential for achieving the long-term goals of the company.

This involves overseeing the implementation of projects and initiatives that contribute to the organization's growth and competitive advantage.

The function plays a crucial role in aligning employee capability development plans and career goals with the strategic objectives of the company.

By ensuring that employees possess the necessary skills and competencies required to execute the strategy, the function fosters a motivated and engaged workforce.

The strategic management function actively monitors the competitive landscape and drives adjustments to the enterprise's intangible and tangible assets.

This adaptive approach enables the organization to address dynamic competition and stay ahead in the market.

The function plays a coordination role in ensuring that computer driven business initiatives align with the company's strategy execution plan.

By integrating technology driven initiatives into the overall strategy, the function facilitates efficient and effective implementation.