

Elements of Strategy Management



Strategic Intent

Strategic Problem Solving

Strategic Choices

Strategy Implementation

Who are we?
Where do we want to be?
What do we want to achieve?
What is our vision?

Where are we now?
What are we great at?
Where do we fall short?
Where are we heading?
How might things change in the future

What are our choices?
What will we do?
What are our main priorities to achieve our intent?

How will we deliver the agenda?
What are the critical issues we need to manage?
Who is accountable for what?
How will we measure and manage performance?

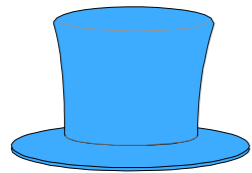
EuChemMS Strategic Questions

- What should the structure be for the central office moving forward? (purpose, roles, responsibilities, staffing)
- How can we increase our funding? (suggestions, ideas to raise money)
- How can we improve how we work together? (interactions between central office and the various divisions, working parties, engagement, involvement)
- How could we increase the activity between EuChemMS and member societies? (what could we do more of to help the Societies and v.v.)

Eight steps to transforming your organisation

1. Establish a sense of urgency
2. Form a powerful guiding coalition
3. Create a vision
4. Communicate the vision
5. Empower others to act on the vision
6. Plan for and create short term wins
7. Consolidate improvements and produce still more change
8. Institutionalise new approaches

Strategic Decisions: Each Hat Has a Defined Type of Thinking



For strategic thinking and managing the thinking process



For neutrality - information available and needed



For emotion, intuition and feelings



For ideas, alternatives and creativity



For a critical viewpoint - caution and risk



For optimism, giving benefits and 'can do'