Elements of Strategy Management

**Strategic Intent**
- Who are we?
- Where do we want to be?
- What do we want to achieve?
- What is our vision?

**Strategic Problem Solving**
- 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

**Strategic Choices**
- What are our choices?
- What will we do?
- What are our main priorities to achieve our intent?

**Strategy Implementation**
- 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’