



STRATEGIC MANAGEMENT AND VISIONARY LEADERSHIP

**LEADING EXECUTION IN
AN EVER CHANGING WORLD**

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How good is your Vision?

B

L I N D

If you can read this line, you don't need to join this meeting.

Vision is about...



Seeing the farthest, being foresighted.



Dreaming for never seen before



Believing in excellence and power of future



Having a deliberate destination



In business, thinking ahead of the competition

What is strategy?



Strategy is about getting there: Taking the control, rallying, attacking, changing...

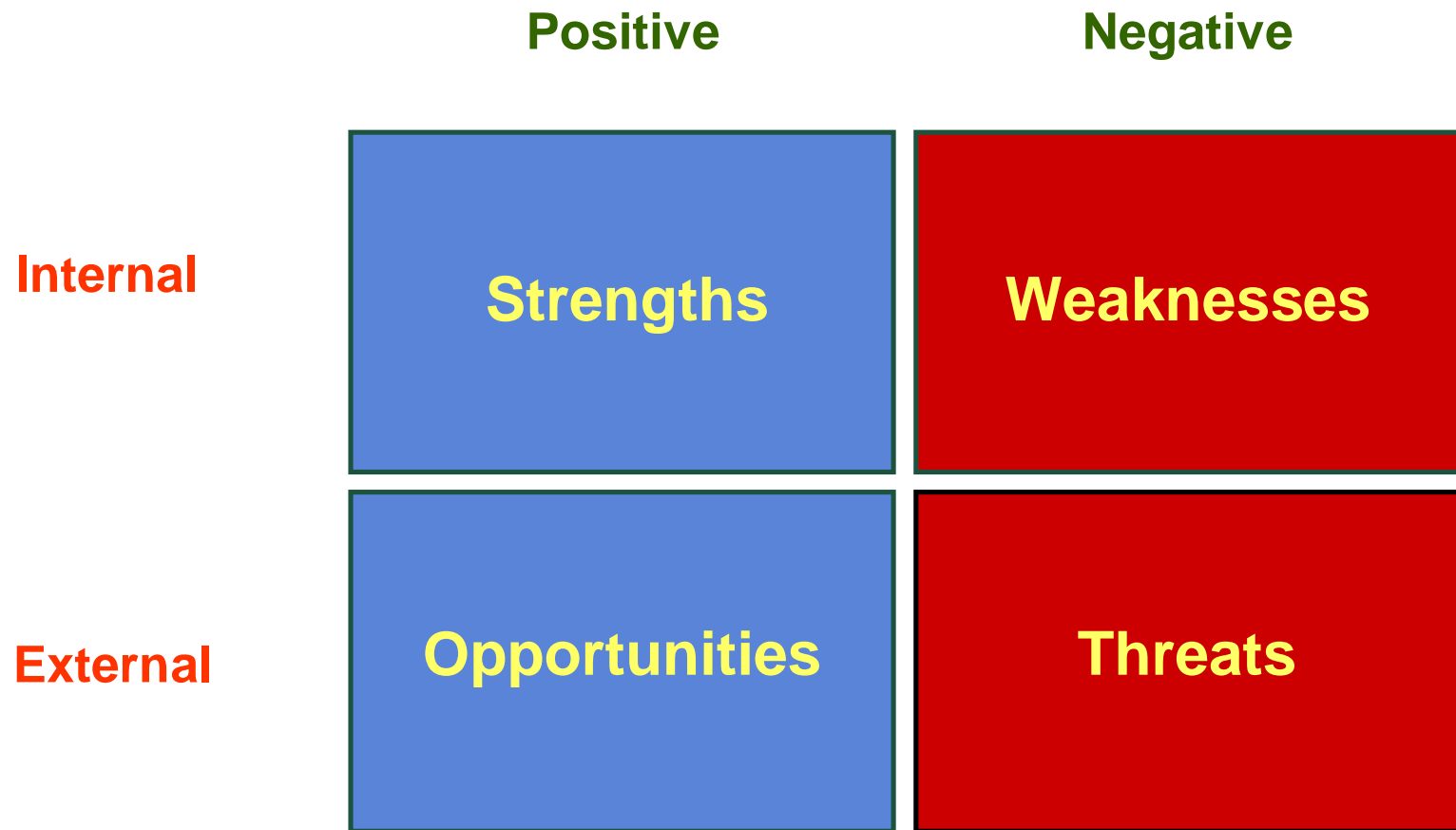


The word originates from the name of a Greek army commander: Strategos

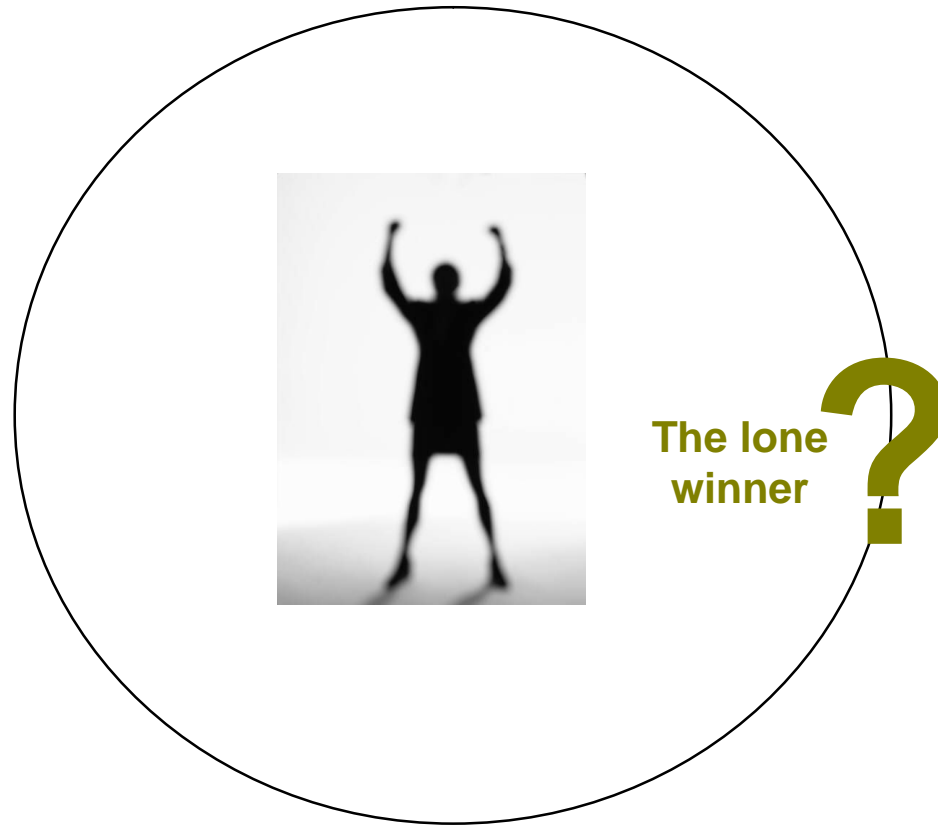


In competition, it means grasping the current **position, forecasting the **future** of the game and defining the rules **differently**.**

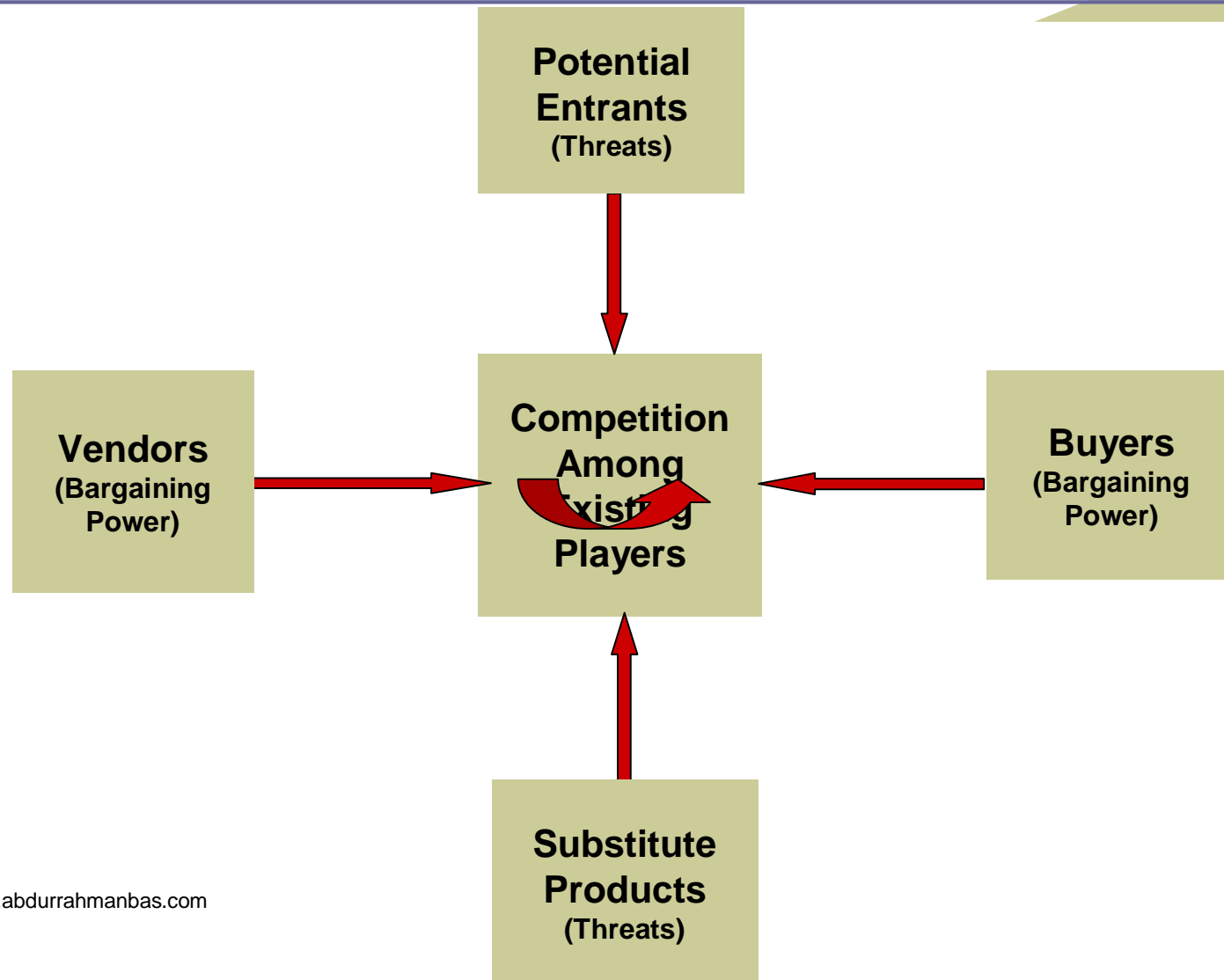
Strategic Self Analysis: SWOT



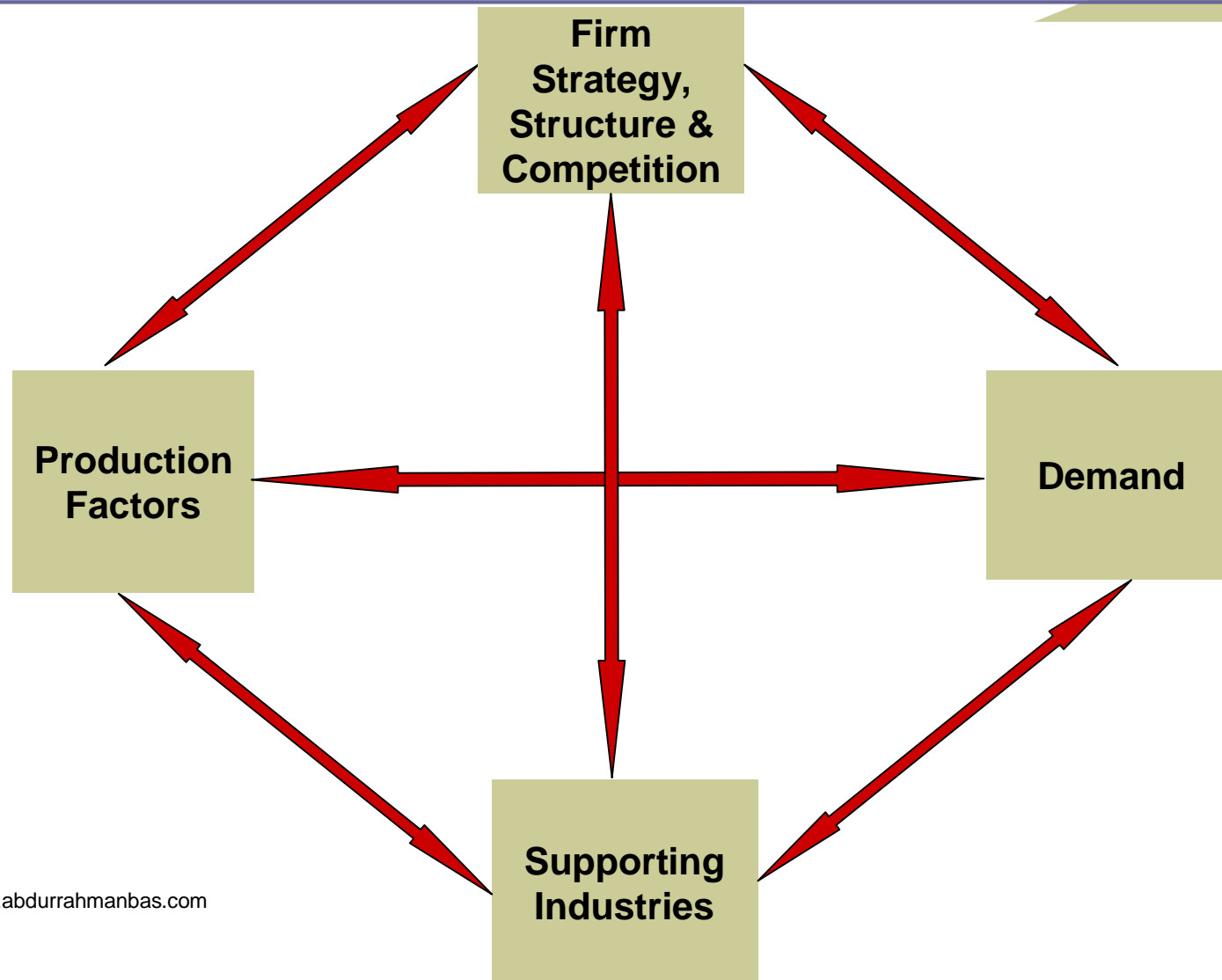
Strategic Self Assessment



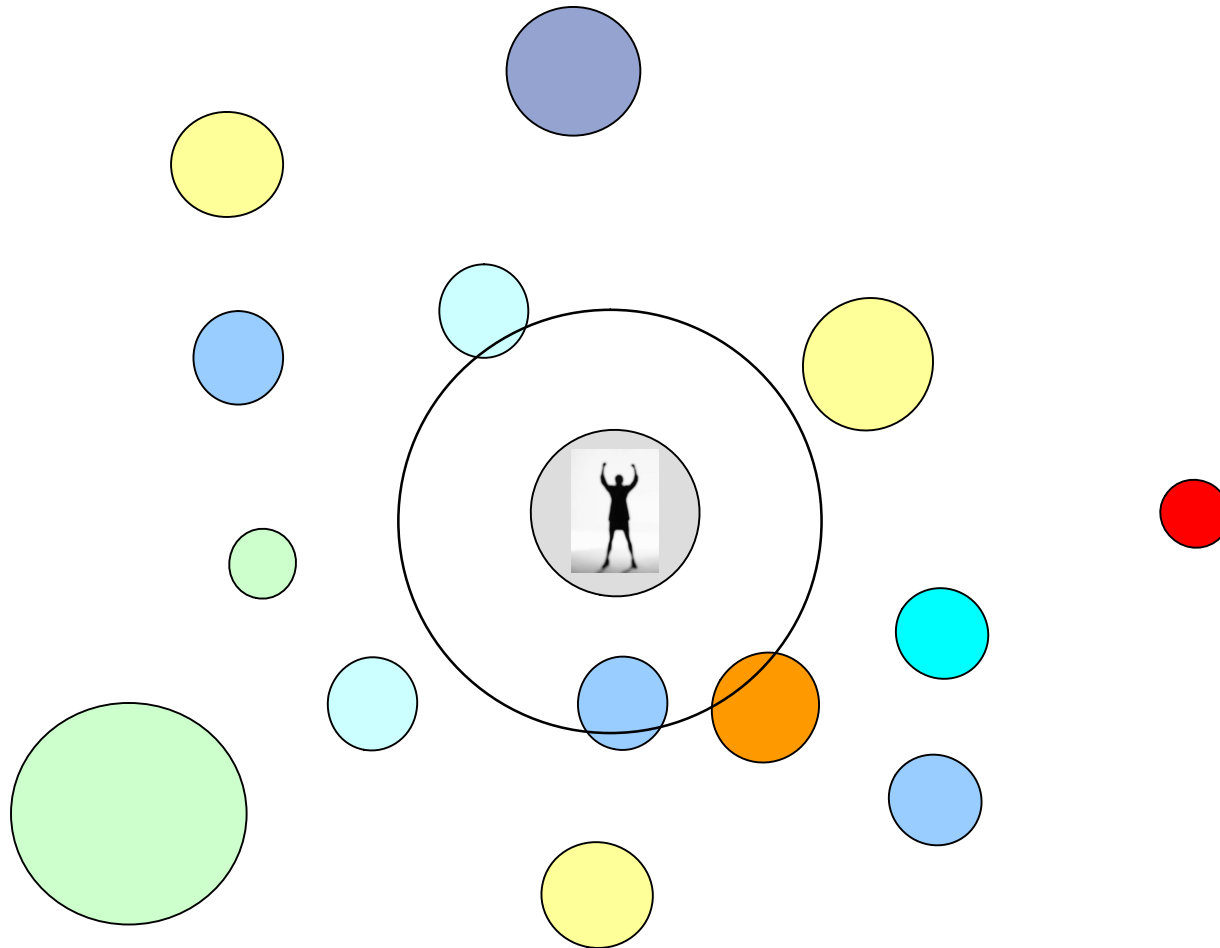
Strategic Analysis: 5 Factors



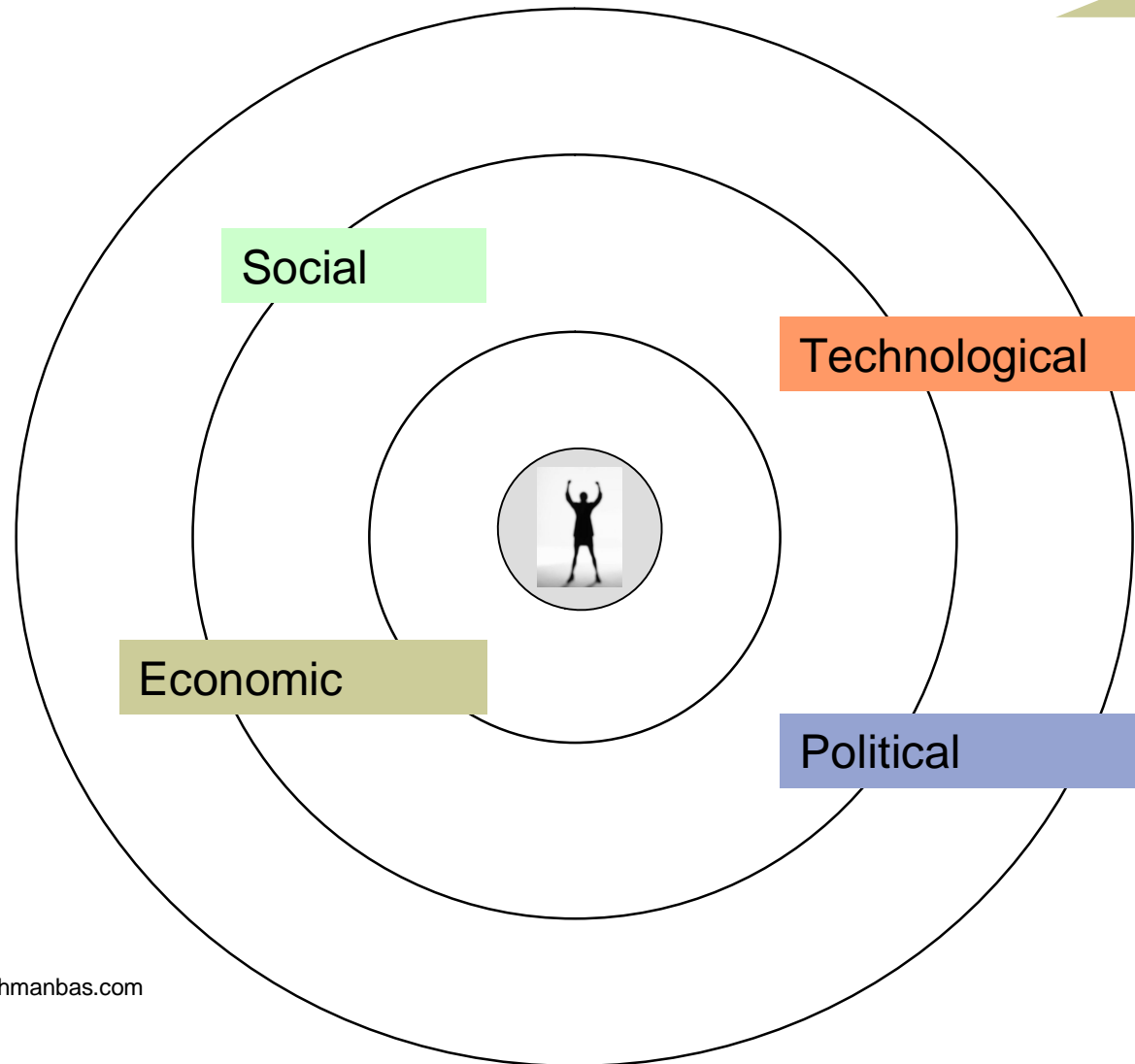
Strategic Analysis of Nations



Strategic Positioning



Global Strategic Analysis: STEP



Global Aspects



Economic: Globalization of markets, global demand and supply, economic unions, consumer trends, economic situation,



Social: Ethical issues, clash of civilizations, social problems, life style trends, anti-globalization movement, greenpeace



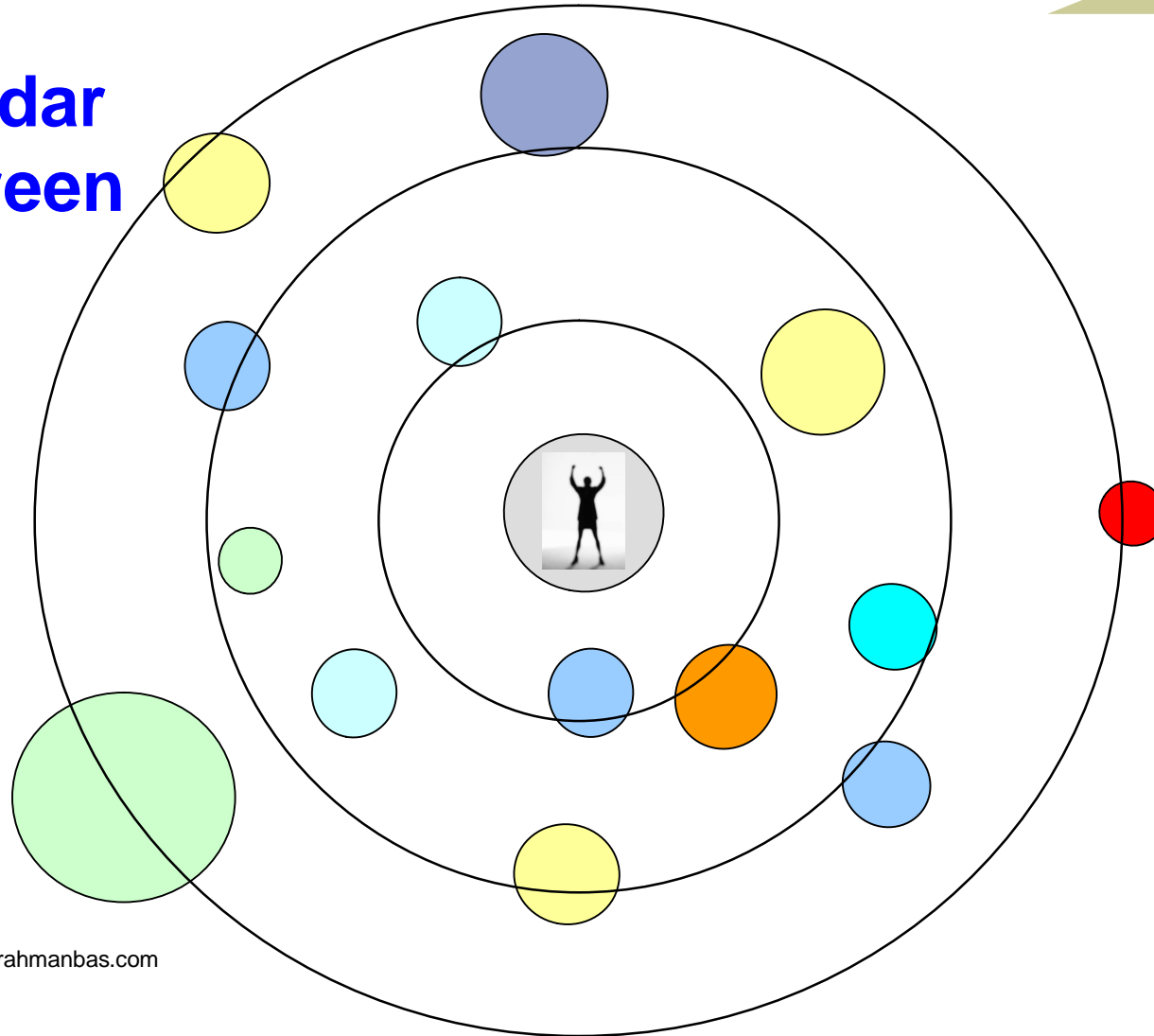
Technological: Internet, genetics, productivity, new advancements



Political: Legal restrictions, Customs, Barriers to trade, Political disputes and instability, deregulation, quota phase out

Global Strategic Positioning

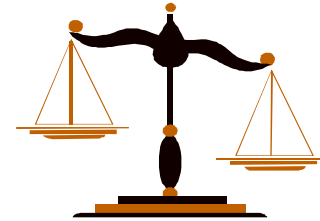
Radar
Screen



Defining a Vision



Customers

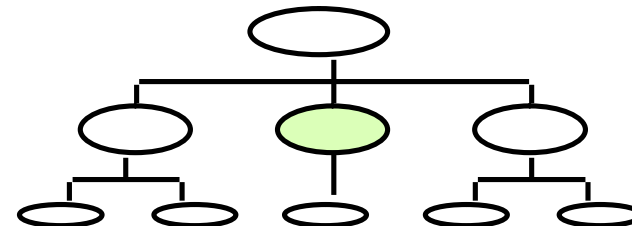


Leadership Values

VISION



Global Aspects



Organization

Vision (x Defects):



Customer focused



Demanding



Attainable



Comprehensible

Managerial Leaders - Visionary Leaders

Are comfortable handling Short-term day-to-day activities

Are future-oriented concerned with risk-taking

Want stability & to preserve the existing order

Are not dependent on the organisation for their sense of who they are

Guide without a strategic vision. Constrained by values & by using explicit knowledge

Control by socialization & sharing common norms, values & beliefs

Effective Visionary Leadership

**Determines
Strategic
Direction**

**Developing a long-term vision of
the firm's Strategic Intent**

**Exploits &
Maintains
Core Competencies**

**Leaders must ensure that the firm's
core competencies are emphasized
in strategic implementation efforts**

**Develops
Human
Capital**

**No strategy can be effective unless
the firm is able to develop & retain
good staff to carry it out**

**Sustains an Effective
Organizational
Culture**

**Leaders play a critical role in
shaping and reinforcing the
firm's culture**

Strategy Deployment

Having Dreams Come True: Translating vision into operational plans & projects

