

# Strategic planning: The winners way



*Strive to the sky – and you will find the sky and the earth. Strive to the earth – and you will not get either none of them. Lewis Carroll*

**The strategy** – is a detailed plan for achieving a comprehensive and integrated goals.

The term «**strategy**» came to us from the military field. According to the views of military strategy – it is a part of the art of war, which determines the general character of the armed struggle in order to achieve victory. In business, a strategy is purposeful activity for the company's planning, production of goods and services, marketing and personnel management based on **vision**, **mission** and **values** of the company. There are some narrow strategies also but the focus of the strategy is the same.

The strategy was elaborated on the basis of the result of

analysis of the strengths and weaknesses of the army and the army of the enemy, as well as the proper evaluation of the conditions in which was to achieve victory (SWOT-analysis).



It is significant that the ancient Greeks and the ancient Chinese, have given to the strategy a lot of attention, considered the most skillful strategist the one who found the opportunity to win not so much in the power of his army, but in terms of the battle, was able to conquer the others without engaging them in armed conflict.

**Strategic planning** – it's still, first and foremost – a long-term organizational planning. The strategy defines the objectives and ways to achieve them so as to obtain a single direction of actions. Thus, the strategy defines the boundaries of the possible actions of management decisions.

First, let's differentiate between strategy and tactics. Strategy represents the direction for an organization and it usually includes one or more big picture destinations that are desired by the leadership. Tactics are the day-to-day operational «ways and means» an organization employs to achieve the big picture objectives. These terms are often used synonymously and it represents one of the major problems in many planning initiatives. Managers cannot effectively think strategically and tactically at the same time. In other words, every time that a strategic planning session denigrates into talking about tactical issues, the effectiveness of the strategic discussion is lost.

**The strategy should:**

- contain clear goals that is decisive for the overall

- outcome of the case;
- support the initiative;
  - concentrate the main effort at the right time in the right place;
  - provide such flexibility of behavior to use a minimum of resources to achieve maximum results;
  - denote the coordinated management;
  - assume the correct schedule of activities;
  - provide guaranteed resources.

### **Signs of a successful strategy:**



- **Optimal** – the shortest way to the goal of the project includes only the necessary and sufficient set of actions;
- **Efficiency** – requires the minimum number of different kinds of available resources and has the greatest chance of successful implementation;
- **Realistic** – corresponding to the current economic, social, legal, cultural, ideological and other living conditions, enforceable under these conditions;
- **Valuable** – corresponding to project goals and objectives, leading to their full implementation.

### **Strategic thinking**

This component is intuitive by nature. It addresses the big picture questions of an organization, such as:

1. Who are we?
2. Why are we in business?
3. What business are we in?
4. What business should we be in?
5. Who are our customers?
6. Who should our customers be?
7. What impact will external factors have on our business in the future?



Every organization has an almost infinite reservoir of possibilities contained within its people, markets, and infrastructure. Effective strategic planning helps to define and draw out this potential based on the uniqueness of the organization and the realities of the marketplace in which it operates. A realistic strategic plan, focused and well executed, is still the most dynamic pathway to success in the world of organizational performance. And the chances are pretty good that our competitors still haven't learned how to do it right! So what are you waiting for?