“In the global economic race, countries and companies that succeed are the ones with sustainable competitive advantage”.

Introduction
Strategic Management

- The development and implementation of strategy to achieve corporate success
- The attainment of sustainable competitive advantage
- Adjusting to environmental change
- Ensuring value for money and efficiency
Strategic Management (Cont’d.)

• Learning to do the right things right and better
• Understanding and confronting constraints
• Managing stakeholders
The Process

- Strategic planning
- Strategic implementation
Strategic Planning

- Determining the results an organization intends to achieve in future and how it will achieve them.
  - Where are we now?
  - Where do we want to be?
  - How do we get there?
Strategic Planning

- Vision, Mission & Values
- Strategic Analysis
- Objectives
- Strategies
Strategy Implementation

- Putting strategy into action
- Producing results
- Introducing change in the organization
Strategy Implementation

• Implementing strategy is challenging
• A good strategic plan does not guarantee results: It has to be put into action
• Many excellent strategies fail when attempts to implement them are made
Strategy Implementation

- Institutionalizing the strategy
- Action planning
- Budgeting
- Monitoring and evaluation
THANK YOU

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