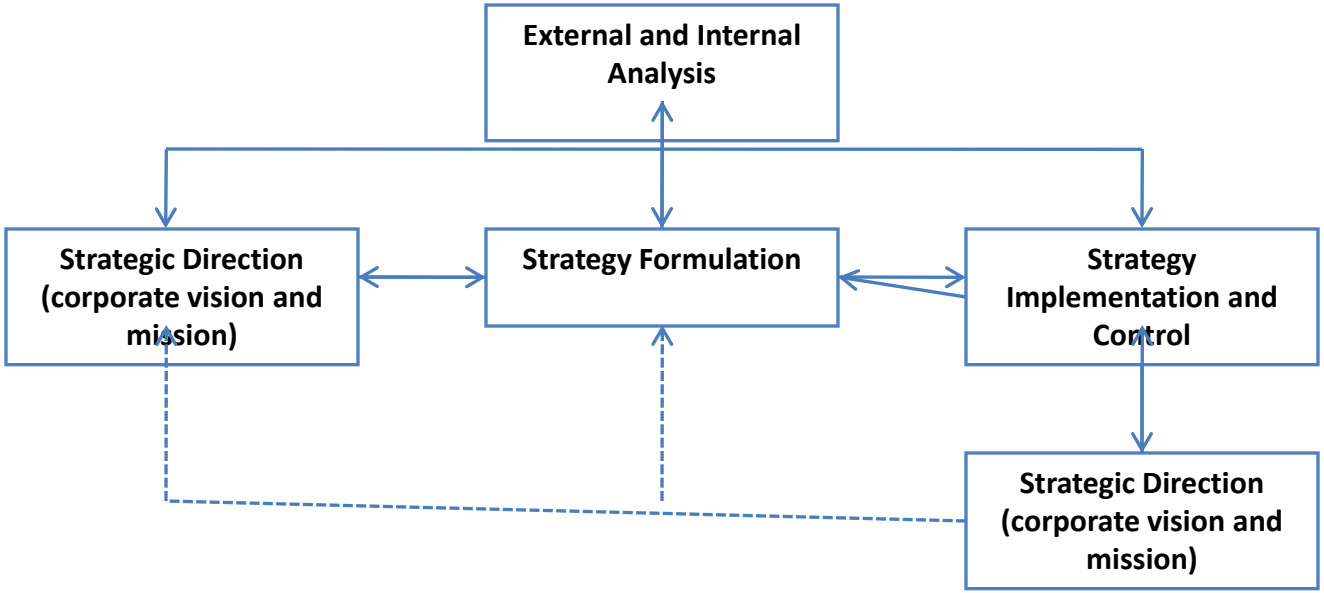
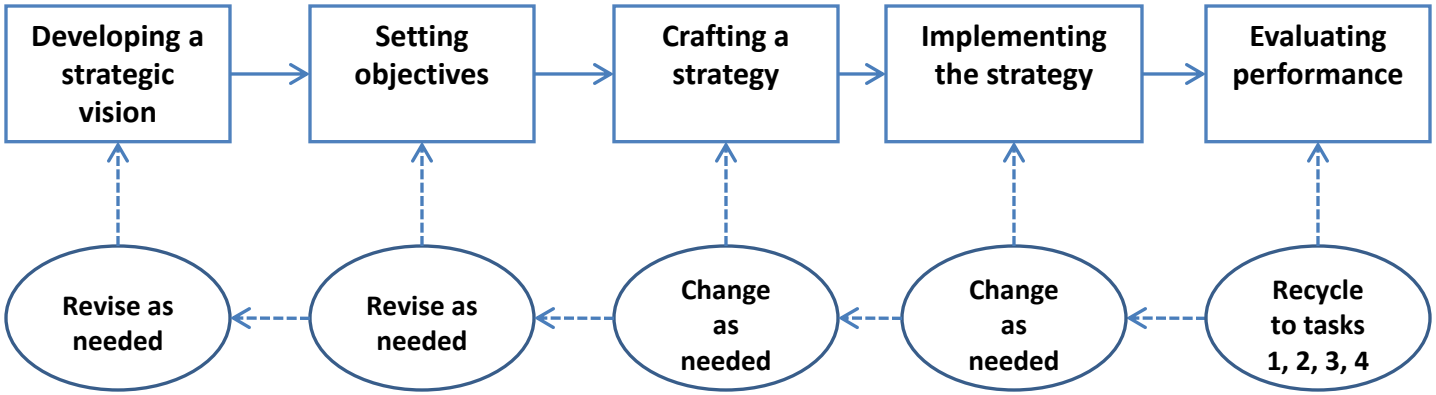
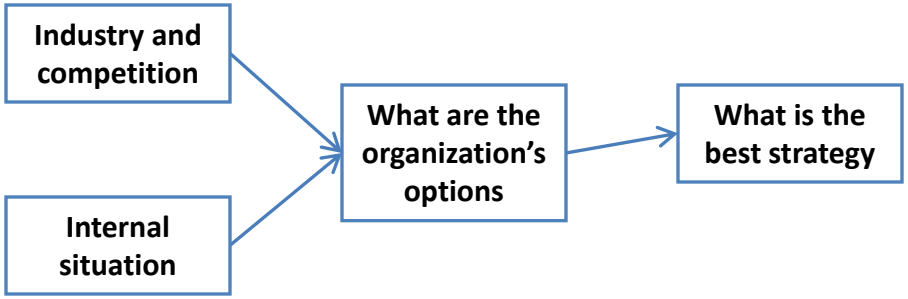
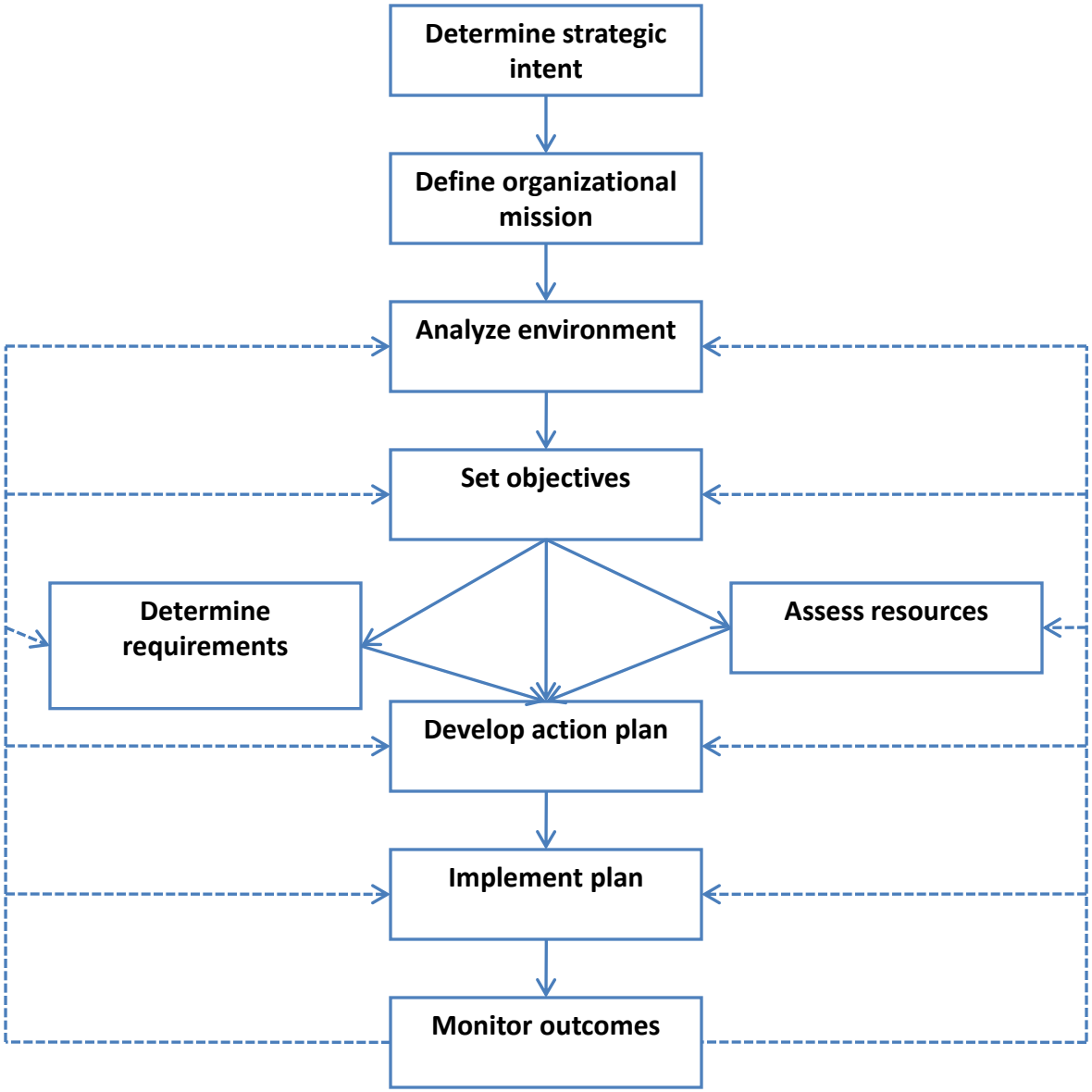
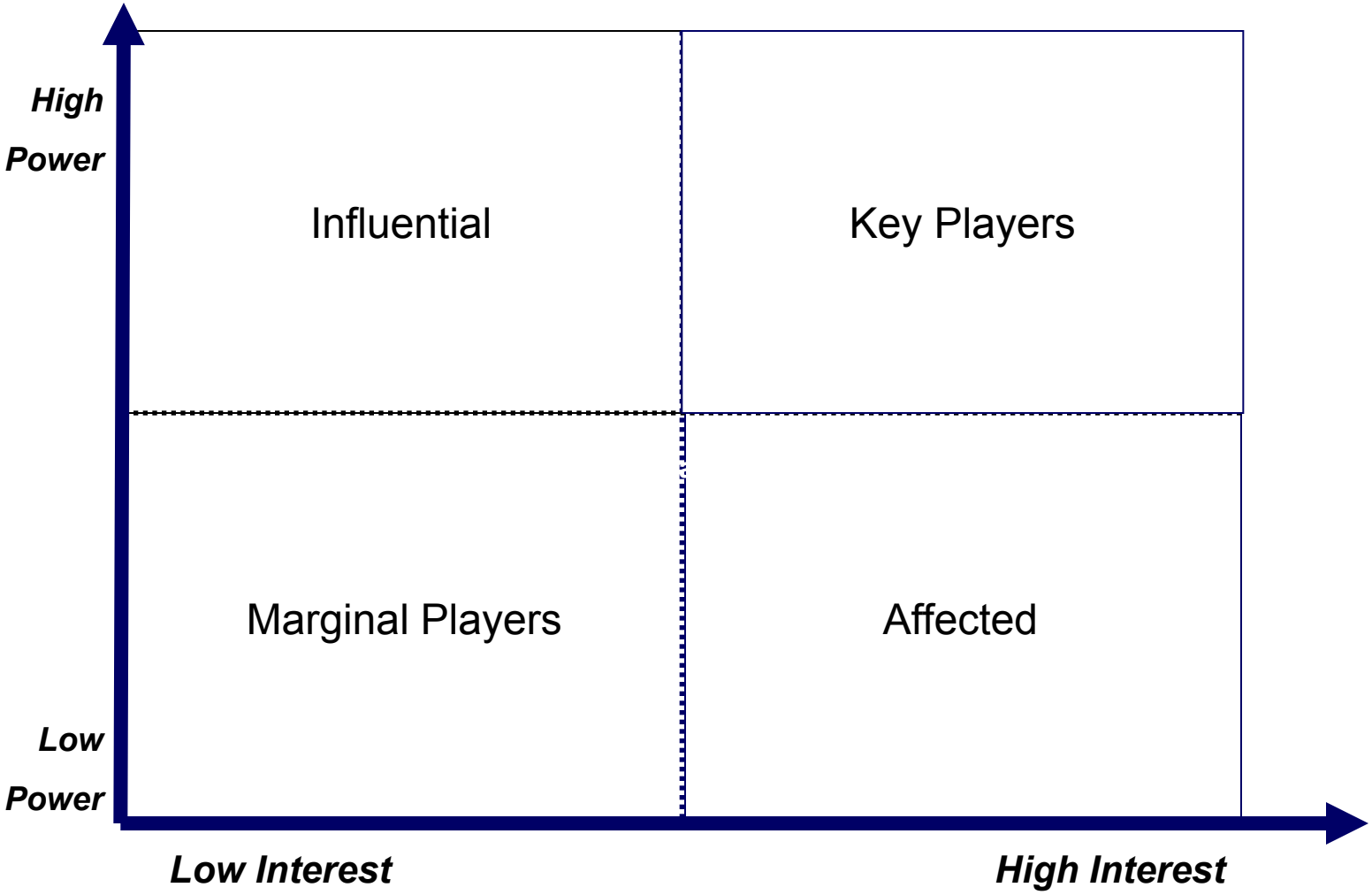
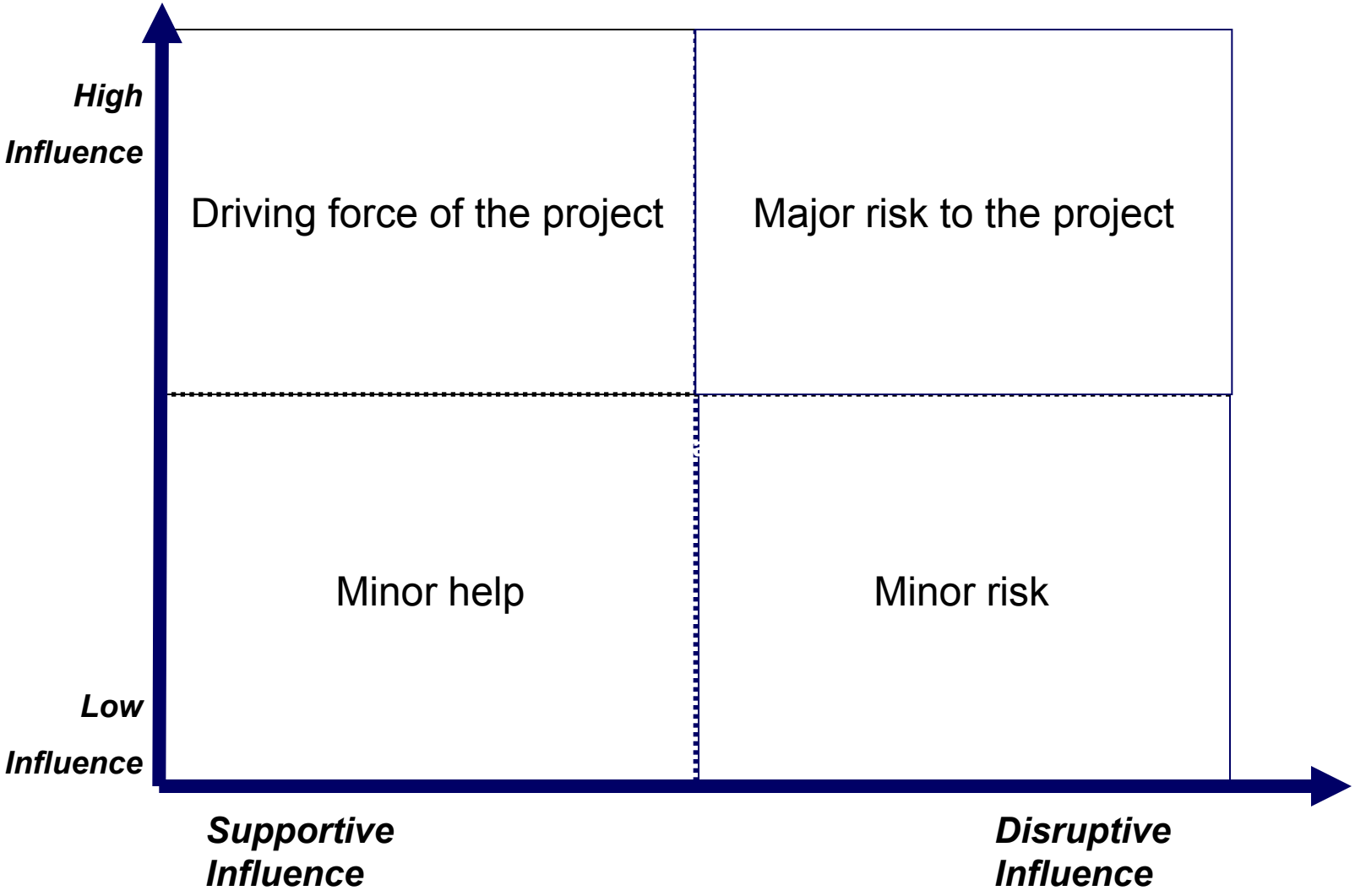

External and Internal Analysis
Strategic Direction (corporate vision and mission)
Strategy Formulation
Strategy Implementation and Control
Strategic Direction (corporate vision and mission)


Developing a strategic vision
Setting objectives
Crafting a strategy
Implementing the strategy
Evaluating performance
Revise as needed
Revise as needed
Change as needed
Change as needed
Recycle to tasks 1, 2, 3, 4


Industry and competition
Internal situation
What are the organization's options
What is the best strategy


Determine strategic intent
Define organizational mission
Analyze environment
Set objectives
Determine requirements
Assess resources
Develop action plan
Implement plan
Monitor outcomes


High
Power
Influential
Key Players
Marginal Players
Affected
Low
Power
Low Interest
High Interest


High
Influence
Driving force of the project
Major risk to the project
Minor help
Minor risk
Low
Influence
Supportive
Influence
Disruptive
Influence