

Strategy and Leadership PV237

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Management & LEADERSHIP

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**Strategy
Analytic tools**



Strategic planning - analysis is a key

Commonly used tools

- **PEST(EL)** analysis of macro-environmental factors used by marketers 
- **SWOT** internal and external factors across organization 

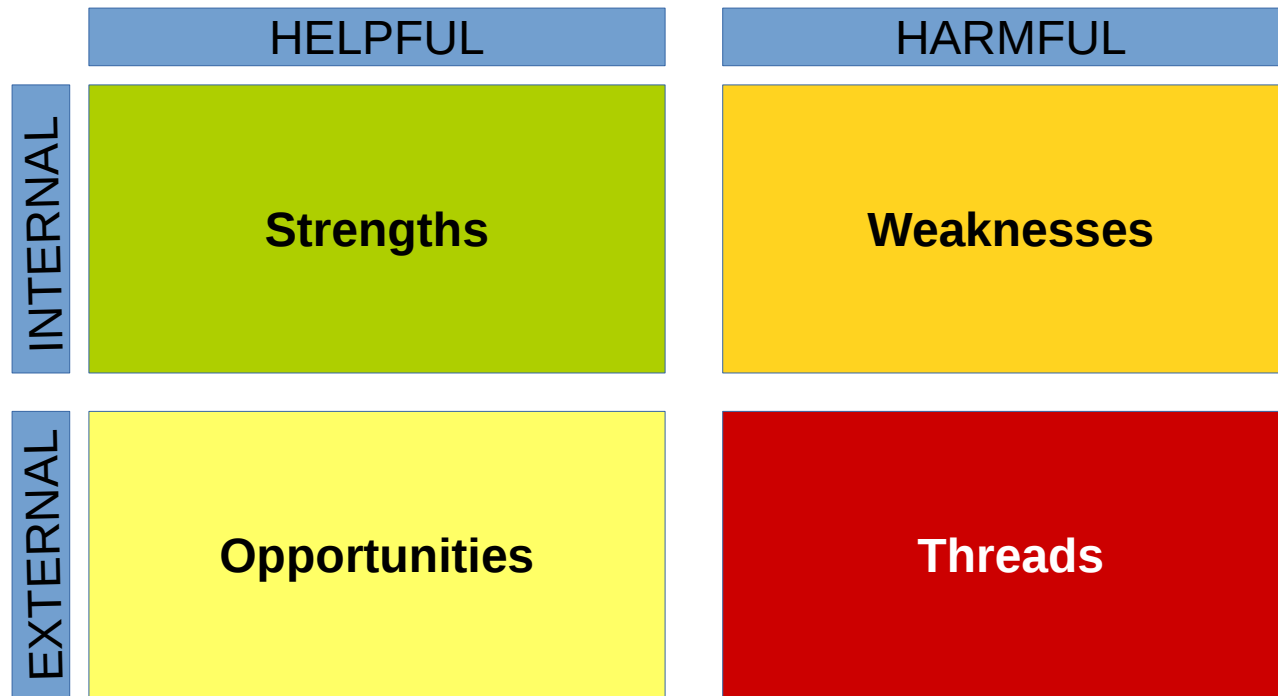


Strategy planning - PEST(EL) analysis

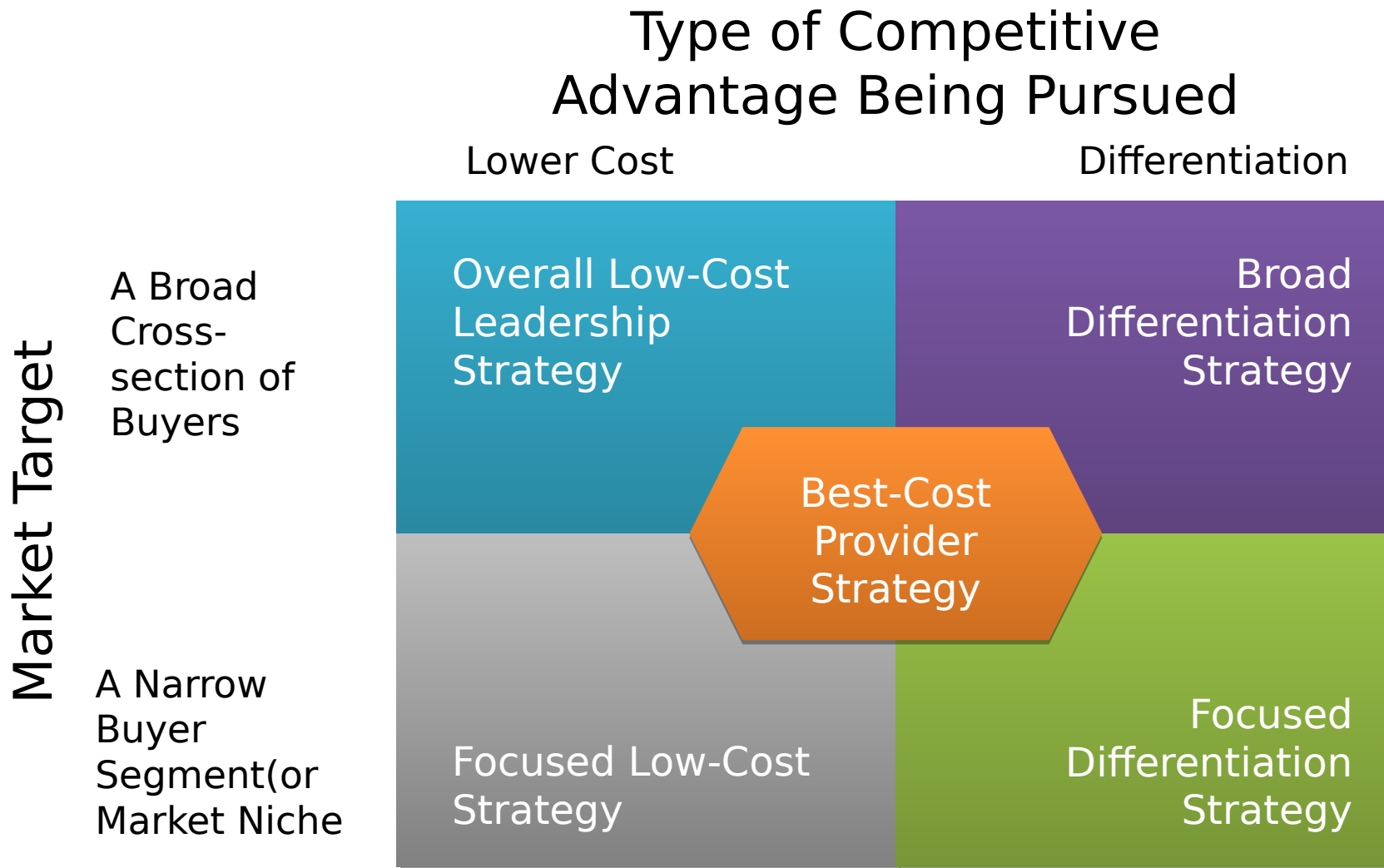
- **Political** government policy and stability, foreign trade and tax policy, labor code
- **Economic** exchange rates, inflation, economic growth...
- **Social** health consciousness, career attitudes, population growth, age distribution...
- **Technological** new ways of producing and distributing goods and services, new ways of communicating with target markets
- **Environmental** carbon footprint, pollution, scarcity of raw materials, doing business in ethical and sustainable manner
- **Legal** health&safety, equal opportunities, consumer rights and laws, product labeling and safety, advertising standards



Strategic planning - SWOT

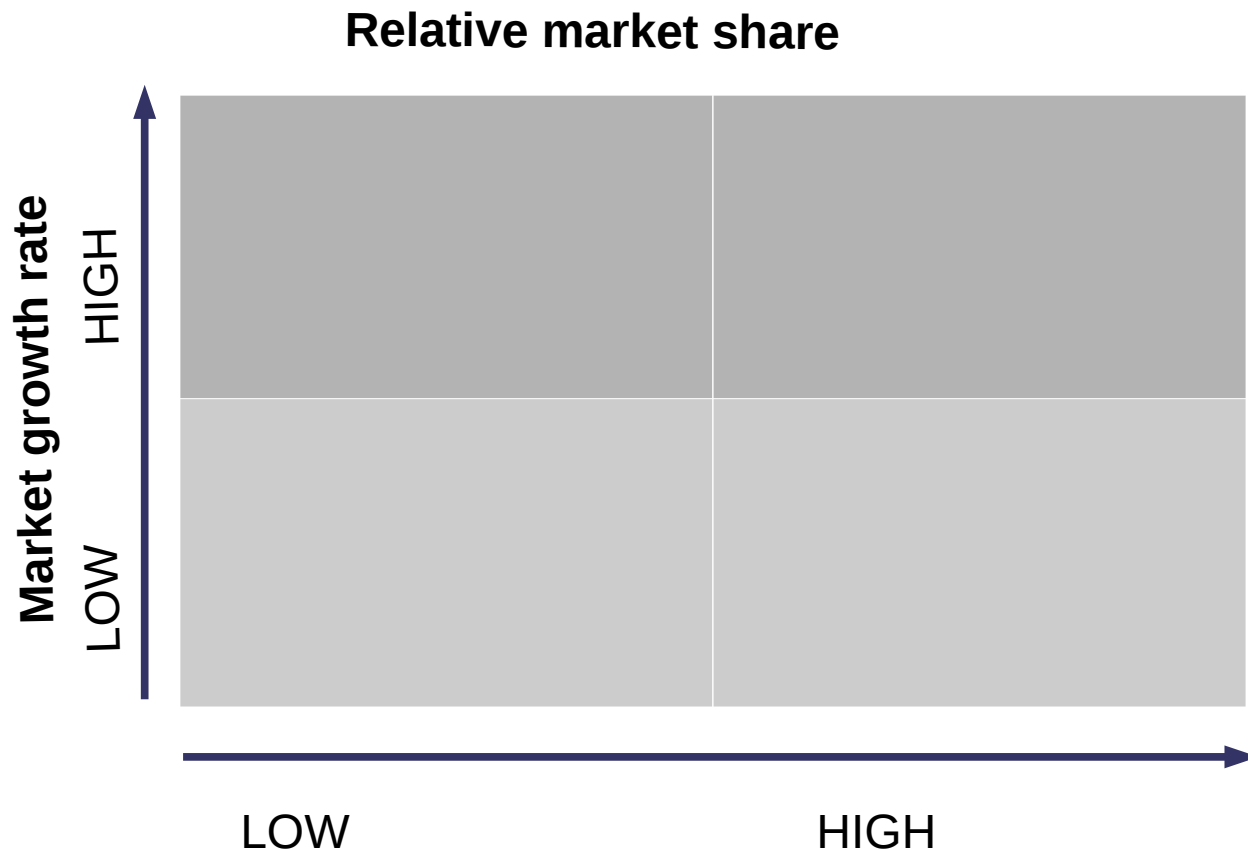


Porter's Five Generic Competitive Strategies

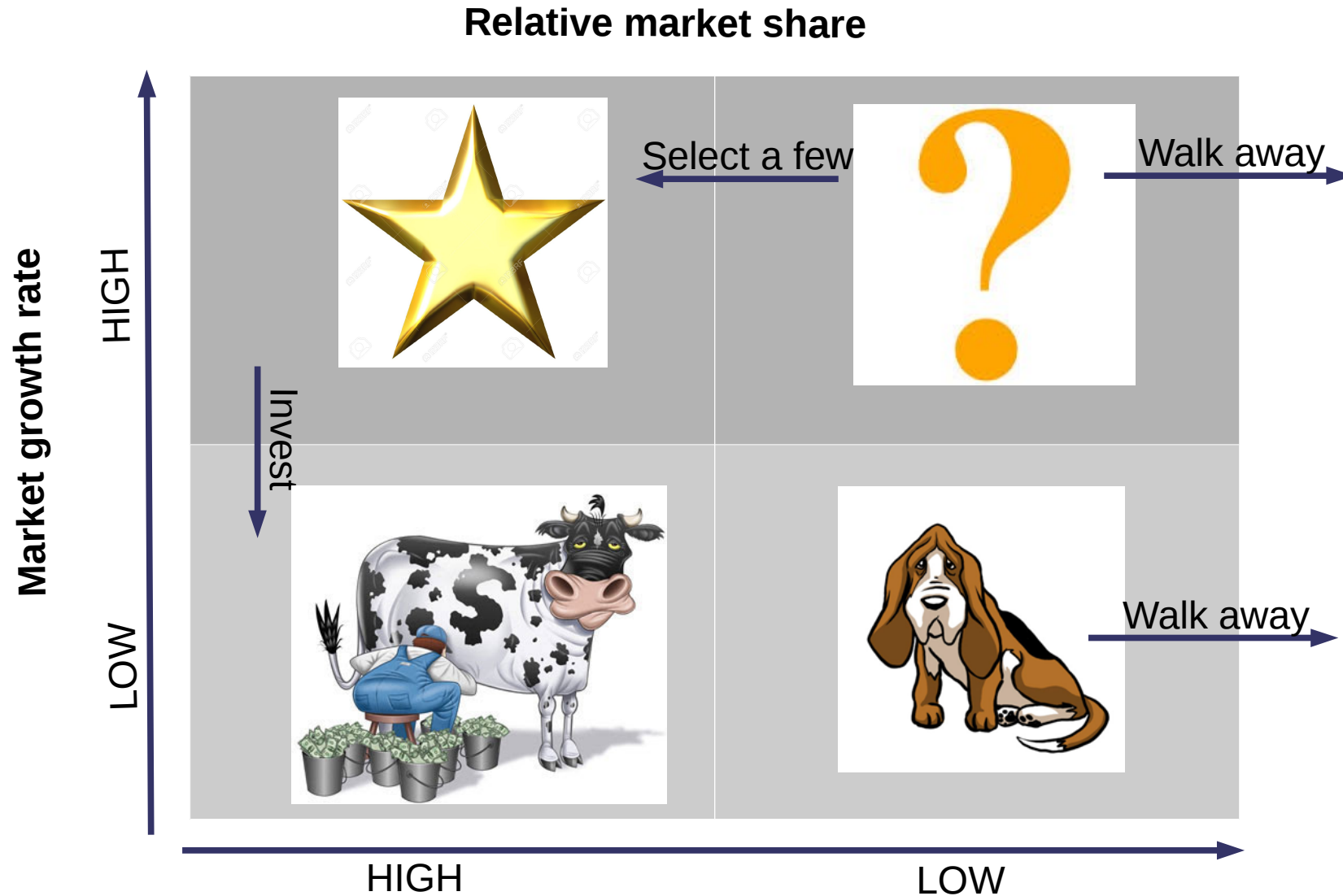


BCG Product Portfolio matrix

- Work in pairs and deduct which picture goes to which quadrant



BCG Product Portfolio matrix



Quick assignment within 24 hours

- Five minutes - within 24 hours - one take away - one thing that stuck - thoughtful paragraph via email
- If you were absent: create a quick SWOT analysis for either your diploma tsis or a project you are involved in
- **IF you are playing and have preference about the team, email me who should be in the team (minimum 2, max 3 co-managers). One email per team is enough.**



Assignment 2 - if you are playing

- Download and study Participant guide from Study Materials (by Monday, you will need it for quiz 1 and most importantly for your first decision round)
- You may want to start your Final Presentation and fill in your assignment 1 (Your company Mission and Vision, Test it on Spider net tool for characteristics you deem important, add wordle with values). PESTEL and SWOT are optional slides.

Assignment 2 - if you are NOT playing

- Think of your own dream company
 - Start the presentation, give your company a name, create mission and vision and test them on spider net tool the characteristics you deem important (assignment 1), add wordle with values, state what strategy you are going to pursue (Porter's competitive advantage), make a PESTEL and SWOT analysis
 - Deadline for the presentation is mid April
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