Strategy and Leadership PV237

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Management & LEADERSHIP

MISSION

Why are we here Lasting Purpose

VALUES

What's important to us
Our culture

VISION

Picture of what we want to be in the future

STRATEGY

How do we get there/ Business model/ Competitive Advantage

BALANCED SCORECARD

What do we measure

EXECUTION

Change Management/ Top down cascaded SMART goals / Competencies/ Training/ Compensation

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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

Srategic planning - SWOT



Srategic planning - SWOT



Porter's Five Generic Competitive Strategies

Type of Competitive Advantage Being Pursued

Differentiation **Lower Cost Overall Low-Cost Broad Differentiation** Leadership Strategy Strategy **Best-Cost** Provider Strategy Focused **Focused Low-Cost** Differentiation Strategy Strategy

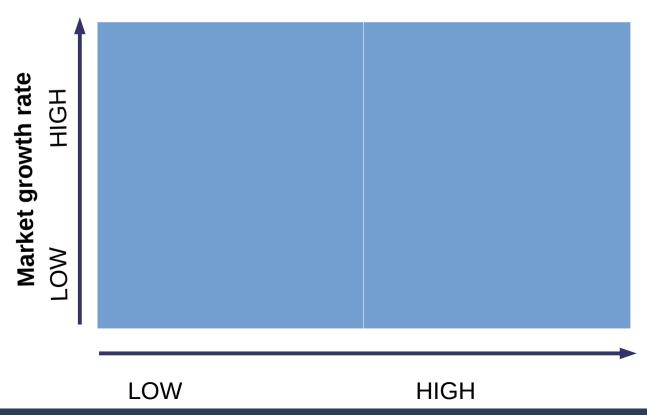
A Broad
Cross-section
of Buyers

A Narrow Buyer Segment(or Market Niche

BCG Product Portfolio matrix

Work in pairs and deduct which picture gowhich quadrant



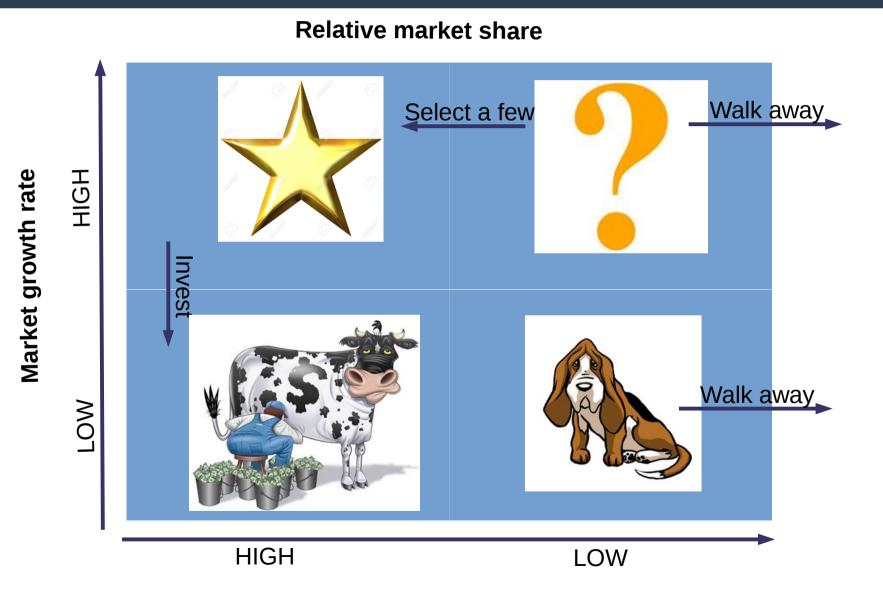








BCG Product Portfolio matrix



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 SWOT and PESTEL analysis for your company
- Rename your company in Globus, if you haven't yet
- Attention, there is no class on Easter Friday, but THERE IS a Glo-bus decision round this week!!!