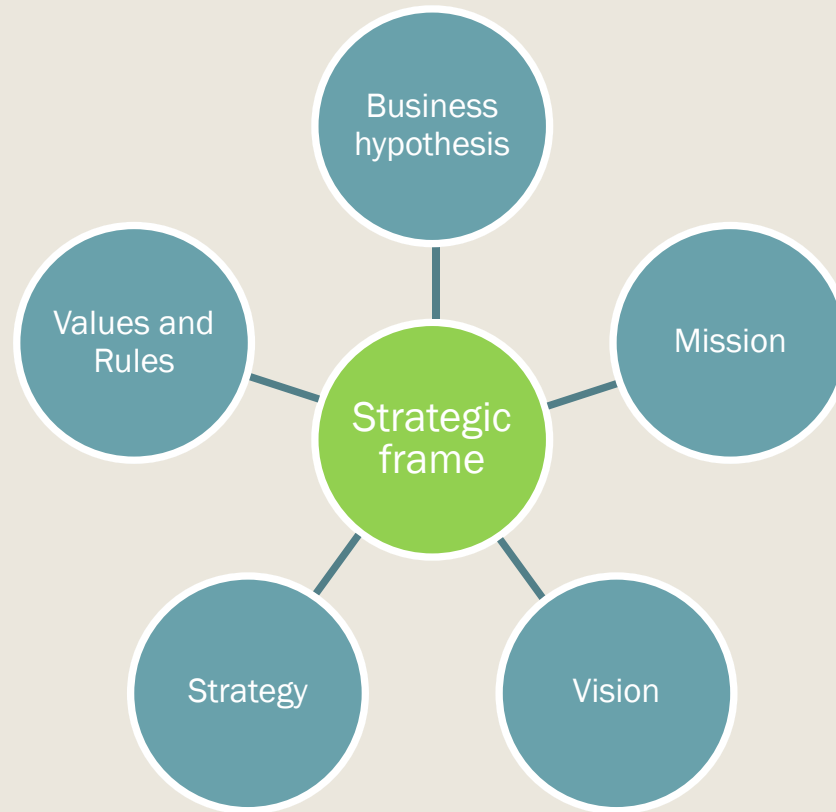




STRATEGIC FRAME

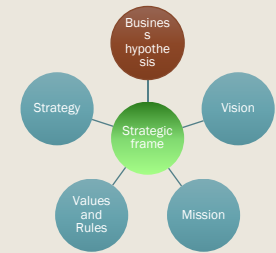
Seminar 4

The Elements of Strategic Frame



(C) J. Plamínek

Business Hypothesis



Gains trust of investors, owners, managers, workers

Identifies business opportunities in surrounding environment

Clarifies why intended business will generate sufficient income to sustain itself in the future

Includes trend estimations of target customers behavior and other subjects considering development in environment

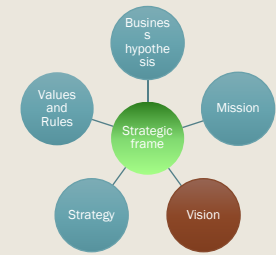
- business, market, political, technological, economical, ecological and social

Delimits a space where the company will operate and describes the position which company want to fill

Business Hypothesis

- The company can multiple its income twice
 - *The interest of quality and bio wine is growing*
 - *The communication channels are able to multiply the ways of communication*
 - *The business of the company is stable*

Vision



Answers the question: What will the business and company look like in a distant future?

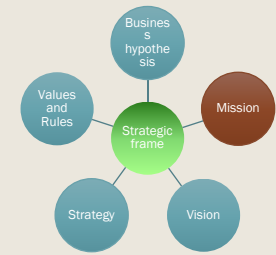
Reflects feelings and ideas of leaders
(emotional perspective)

Includes measurable parameters and its values indicating achievement of vision
(rational perspective)

Vision

- After 5 years
 - *2 x more longterm customers*
 - *Established IT communication channels*
 - *To be a leader / one of the most important producers of bio quality wine*

Mission



Indicates the benefits for customers, suppliers, employees

Offers products and services to satisfy needs of the subjects

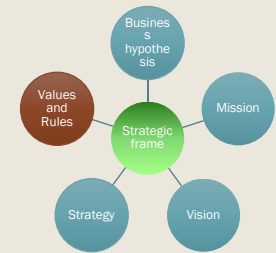
Appeals to wider customer groups

Attracts attention rather than explain usefulness exactly

Mission

- To interconnect people and nature

Values and Rules



Focus on potential ways leading to achievement of goals outlined in vision

Emotionally, it is a set of shared and felt values which company ought to obey when realizing the vision

- examples: Give-Take Matrix compliance, exploit any flaw in law at all costs

Shared values are rationalized into the set of clear rules which observance is measurable

- example: every contract must be revised by XY from the perspective of Give-Take Matrix compliance

Values and rules

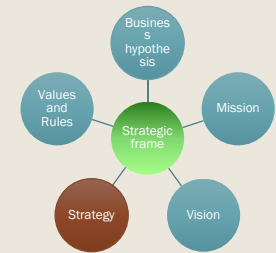
- Values

- *Family links*
 - The family is part of the nature and environment
 - The customers are the part of our family
- *We produce in a harmony with the nature, not with the chemicals*

- Rules

- *The ways of communication*
- *The ways of leadership*

Strategy



Defines specific business activities which enable to sustain success of company both in the presence and in the future

- markets to operate on, customers and clients to serve, competitive advantage to gain

The parts of the strategy focused on the presence and on the future have to be clearly distinguished

- to avoid confusion of managers
- to prepare step changes to surprise both clients and competitors

Strategy

- Use SWOT strategies to find a right way
- Describe
 - *Markets*
 - *Customers*
 - *Competitive advantages*