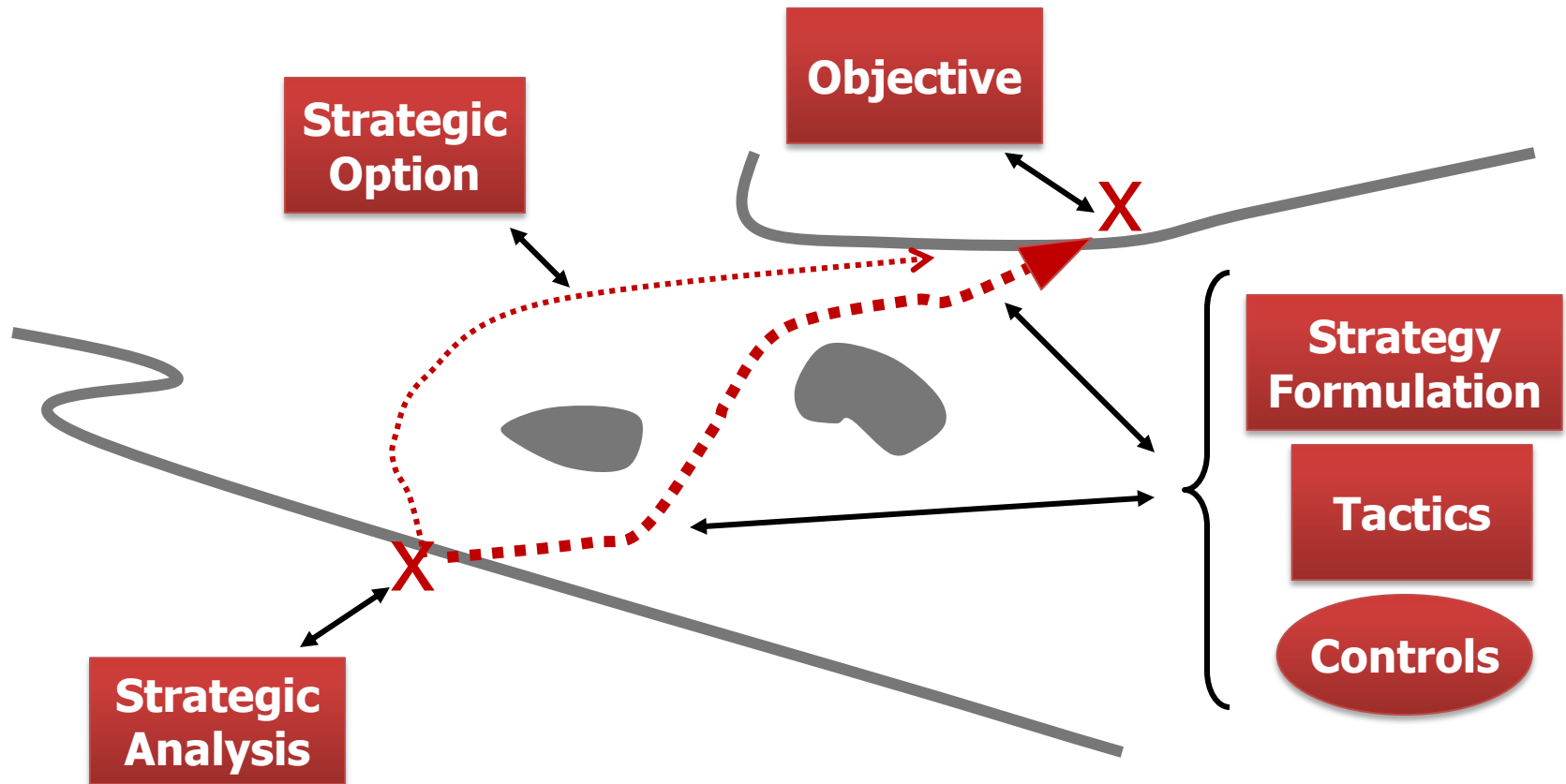


# Risk management seminar

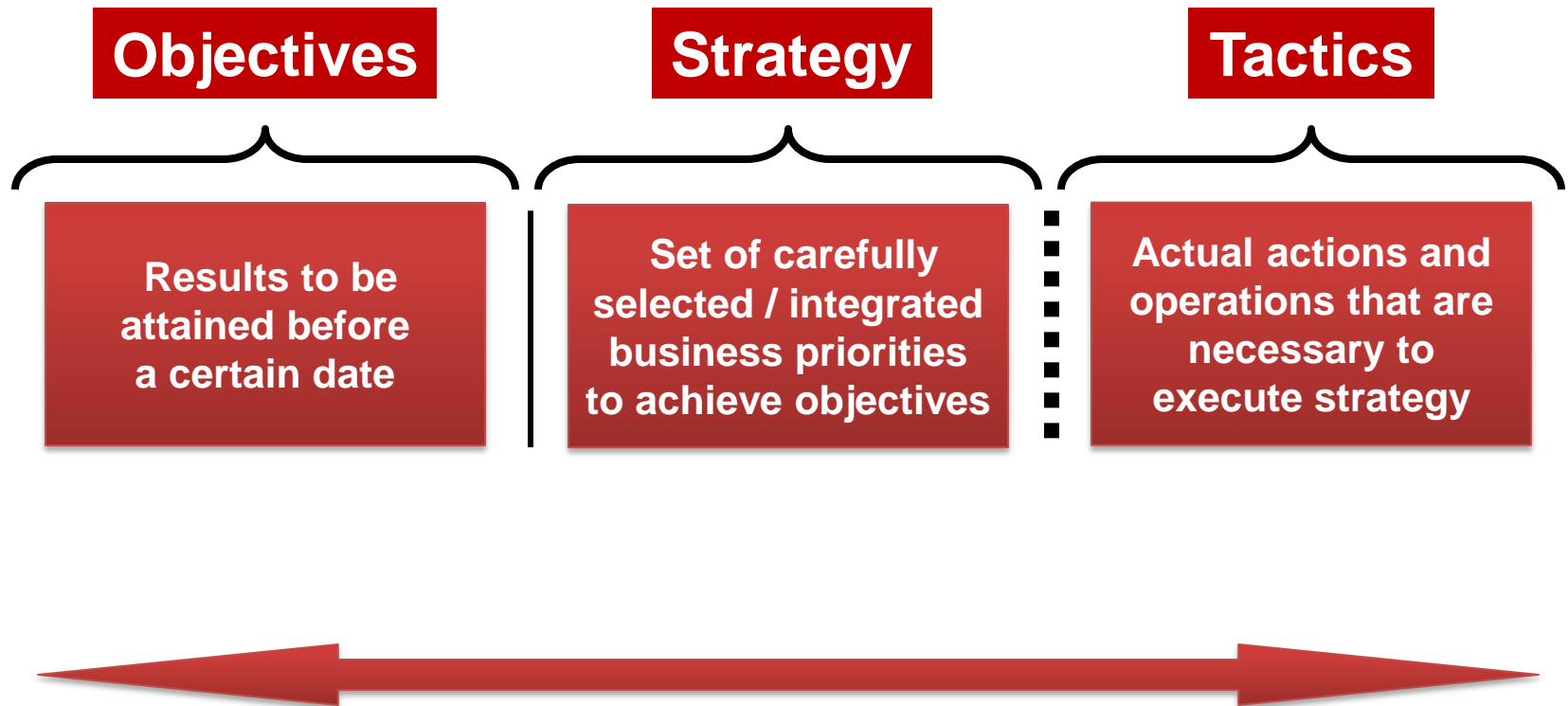
## Part 2

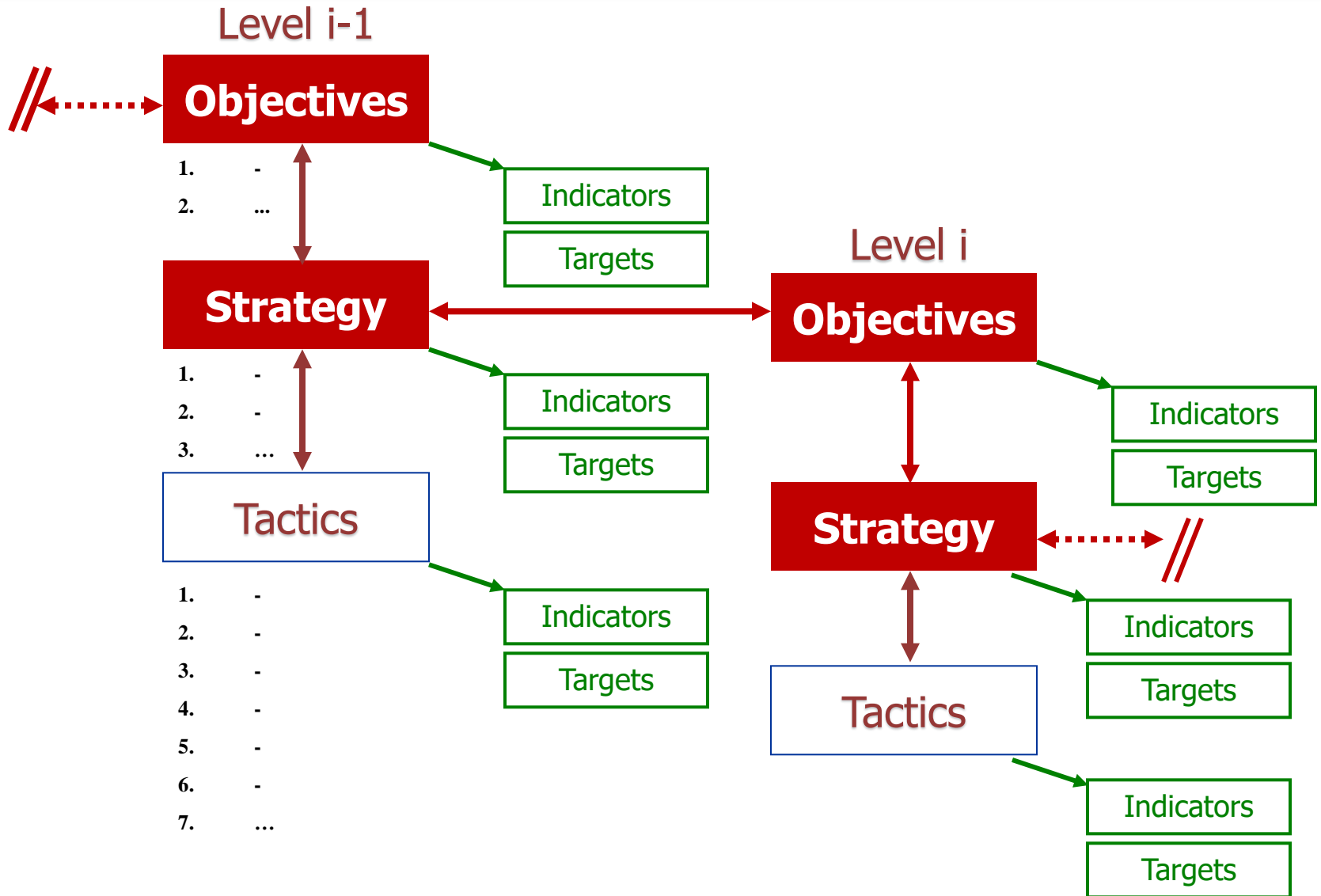
# What is Strategy ?

## A Voyage on the Ocean



- **Objective** :  
To get from Copenhagen to Helsingborg as fast as possible and as cheaply as possible
- **Strategic Analysis**  
Departure point / Prices / Weather conditions / Sea conditions / Traffic conditions / Departure times / Duration of journey ....
- **Allocated Resources**  
Business Expenses
- **Strategic Options** :  
Bus? Rental car? Taxi? Helicopter shuttle? Boat? ....
- **Strategy** :  
Take the helicopter shuttle
- **Tactics** :  
Choose departure time / Prepare luggage / Buy ticket / Take ear plugs / Board the helicopter / Fasten seat belt .....





## **First level of strategy**

Corporate strategy

## **Second level of strategy**

Funkcional strategy

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IT strategy,  
production strategy  
marketing strategy  
financial strategy  
HR strategy