

Strategic Management & Strategic Planning.

Strategic Management: Formulating, implementing, and evaluating decisions to achieve organizational objectives.

Strategic Plan: A company's "game plan" for choosing the best options and committing to markets, rules, and operations. **Example:** A brand switches to eco-friendly materials.

الإدارة الاستراتيجية: صياغة القرارات وتنفيذها وتقييمها لتحقيق أهداف المنظمة
الخطة الاستراتيجية: خطة عمل الشركة لاختيار أفضل الخيارات والالتزام بالأسواق والقواعد والعمليات

Both are similar, but:

Strategic planning: Focuses on planning stage

Strategic management: Includes planning, implementation, and evaluation

كلاهما متشابهان، ولكن:
التخطيط الاستراتيجي: يركز على مرحلة التخطيط. الإدارة الاستراتيجية: تشمل التخطيط والتنفيذ والتقييم

Three Key Questions in Strategic Planning:

- Where are we now?
- Where do we want to go?
- How are we going to get there?

Strategic management process the three stages of strategy formulation, implementation, and evaluation activities.

The process has **three stages**:

1. Strategy Formulation: Set goals and plans and analyze internal (strengths, weaknesses), external (opportunities, threats). **Example:** Gather data before entering a new market.

Decisions include: Starting/closing businesses, expanding/diversifying, entering international markets, forming partnerships.

2. Strategy Implementation: Put plans into action by setting annual goals, motivating employees, and allocating resources. **Example:** Open a new branch in a target market.

3. Strategy Evaluation: Measure performance and make adjustments.

Example: Evaluate revenue from the new market investment.

١. صياغة الاستراتيجية: تحديد الأهداف والخطط وتحليل العوامل الداخلية والخارجية
تشمل القرارات: بدء/إغلاق الشركات، والتوسع/التنويع، ودخول الأسواق الدولية، وتكوين الشراكات
٢. تنفيذ الاستراتيجية: تحويل الخطط إلى واقع ملموس من خلال تحديد أهداف سنوية، وتحفيز الموظفين، وتخصيص الموارد
٣. تقييم الاستراتيجية: قياس الأداء وإجراء التعديلات

Give examples of key terms in strategic management امثلة مصطلحات الإدارة الاستراتيجية

1. **Competitive Advantage:** Doing better than competitors by planning, implementing, and adapting strategies.
2. **Strategists:** Key leaders responsible for company success, e.g., CEOs.
3. **Vision & Mission Statements:**
Vision: "What do we want to become?" **Mission:** Defines purpose, activities, and market focus.
4. **External Opportunities & Threats:** Factors outside the organization's control.
5. **Internal Strengths & Weaknesses:** Activities the organization controls.
6. **Long-Term Objectives:** Specific goals, lasting over a year, measurable, realistic, and clear.
7. **Strategies:** Plans to achieve long-term goals, such as expansion.
8. **Annual Objectives:** Short-term, measurable goals that support long-term objectives.
9. **Policies:** Rules and guidelines to help achieve objectives.

Benefits of engaging in strategic management.

Strategic management: helps organizations plan, control their future, and shape their destiny.

Benefits to a Firm That Does Strategic Planning:

1. **Better Communication:** Team members share ideas effectively.
2. **Better Understanding:** Everyone knows others' views and company plans.
3. **Stronger Commitment:** Employees work hard to meet goals.
4. **Collaboration:** Managers and employees work together for success.

Financial Benefits: Higher sales, profits, and productivity compared to firms without strategic planning.

Non-Financial Benefits:

- Increased awareness of threats and competitors.
- Improved employee productivity.
- Reduced resistance to change.
- Stronger problem prevention and teamwork.

Some Firms Do No Strategic Planning.

بعض الشركات لا تقوم بالتخطيط الاستراتيجي

- 1) Lack of training in strategic management.
- 2) Unawareness of planning benefits.
- 3) No financial rewards for planning.
- 4) No consequences for skipping planning.
- 5) Too busy solving internal problems.
- 6) Thinking planning is a waste of time.
- 7) Laziness, as planning requires effort and time.
- 8) Satisfaction with current success, ignoring future risks.
- 9) Overconfidence in current performance.
- 10) Past bad experiences with planning.

Pitfalls to Avoid in Strategic Planning.

المزالق التي يجب تجنبها في التخطيط الاستراتيجي

- 1) Using planning to control decisions/resources.
- 2) Doing planning just to meet rules or accreditation.
- 3) Skipping quickly from mission to strategies.
- 4) Not sharing the plan with employees.
- 5) Top managers making conflicting
- 6) Lack of support from top managers.
- 7) Not using the plan to measure progress.
- 8) Excluding key employees from the process.
- 9) Not encouraging teamwork and openness to change.
- 10) Seeing planning as unimportant.

Connection between business and military strategy.

Focus: Business strategy deals with competition; military strategy deals with conflict.

Similarity: Both need adaptation and improvement to succeed.

Strategic management comes from military concepts, using terms like objectives, mission, strengths, and weaknesses.

التركيز: تتناول استراتيجية الأعمال (المنافسة)، بينما تتناول الاستراتيجية العسكرية (الصراع)

التشابه: كلاهما يحتاج إلى التكيف والتحسين لتحقيق النجاح

الإدارة الاستراتيجية تستمد مفاهيمها من المفاهيم العسكرية، باستخدام مصطلحات مثل الأهداف، والمهمة، ونقاط القوة والضعف