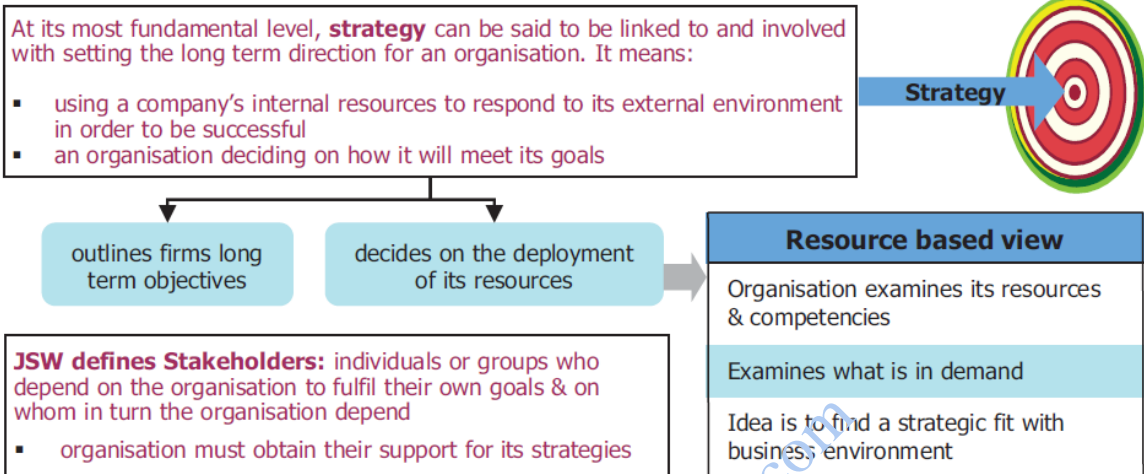


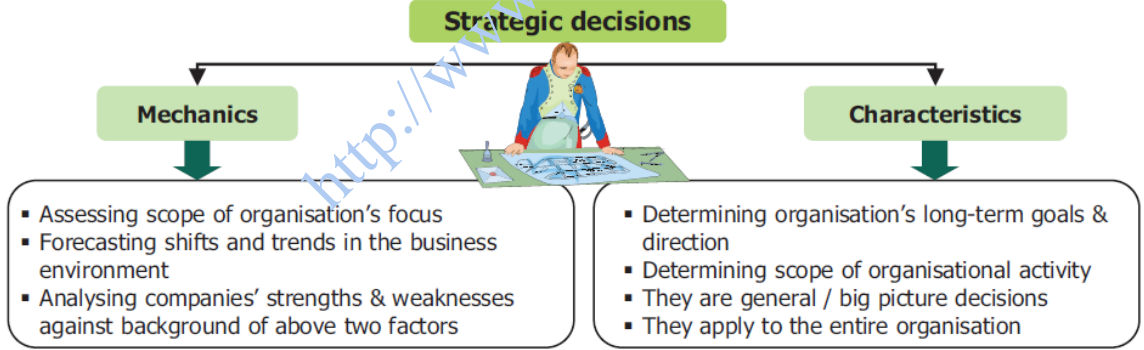
Intro: this Study Guide explains: strategy & strategic decisions; the different levels of strategy formulation; strategic position; strategic choices & strategy into action; the different strategic lenses for understanding strategy & strategic management

Fundamental nature and vocabulary of strategy and strategic decisions



The Need for, & Purpose of, Strategic & Business Analysis 1


Strategic Position 2



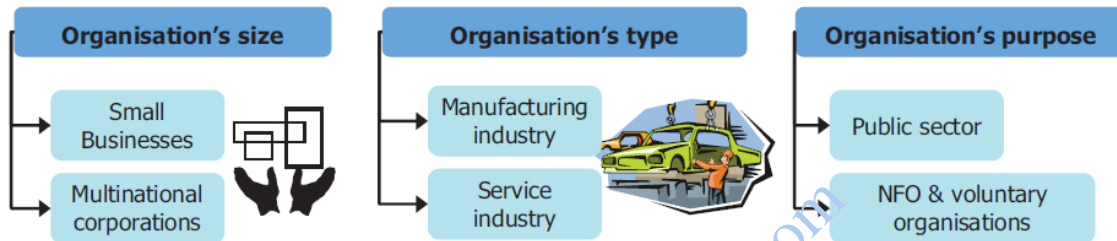
Levels of Strategy formulation



Strategic position, strategic choices, strategy into action (JSW strategic model)

Understanding strategic position	Determining strategic choices	Turning strategy into action
<ul style="list-style-type: none"> Impact of strategy on environment or vice versa Organisation's strategic capability Expectations & influences of stakeholders 	<ul style="list-style-type: none"> How organisations differentiate themselves from competitors & achieve competitive advantage 	<ul style="list-style-type: none"> Adequate structuring of organisation Matching strategies to resources Managing change

Strategic management & organisational contexts



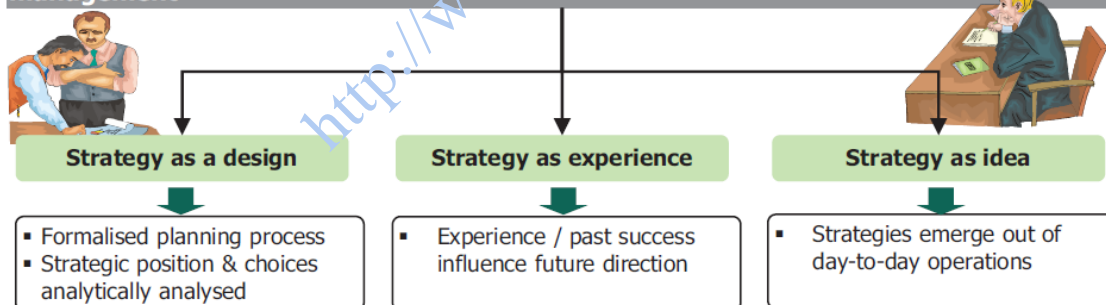
The Need for, & Purpose of, Strategic & Business Analysis

3

Strategic Position

4

JSW - three strategy lenses for viewing & understanding strategy & strategic management



Business analysis & it's relationship to strategy & strategic management

- Organisations must assess their present position (what they are producing and why?)
- Organisations must also assess how the business environment will change over time.
- Business analysis and strategic management help an organisation to plan how it will react / change over time.

