Strategic Management Plan

 (Organization Name Here)

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# Executive Summary

<The Executive Summary of your strategic plan should be completed last, and this section merely summarizes each of the other sections of your plan.>

# Purpose of Document

<Explain to the readers what this document is all about, what will enable this plan to deliver to the Business. This section constitutes a definition of why the plan is being conducted, how the plan will deliver results, and what criteria will determine successful outcomes.

This section should provide enough sufficient detail to:

* Provide a common understanding of the plans amongst all stakeholders
* Facilitate agreement on the plan and enable initiation of the strategic route ad design
* Provide a rationale of why the plan exists and what potential accomplishments will be reached>

## Mission & Vision

<Your company mission statement explains what your business is trying to achieve, your mission statement helps in the decision-making process.

A vision statement is a declaration of an organization's objectives, ideally based on economic foresight, intended to guide its internal decision-making>.

## Values

<The values guide the perspective of the organization as well as its actions. They usually align with the vision and mission statements and help an organization define its culture and beliefs.>

## Internal & External analysis

<A lots of external factors influence a firm’s choice of direction and action and, ultimately, its

organizational structure and internal processes. This external environment analysis can be divided into three interrelated subcategories: factors in the remote environment (economic, social, political, technological, and ecological factors), factors in the industry environment, and factors in the operating environment (also called the competitive or task environment) situations that can affect the company success.

In this section learners, can use a SWOT analysis as well as Porter’s, PEST as well as Porter’s five forces.>

## Success Criteria

<List the Success Criteria for this plan in the Customers words>.

# Strategy

## Strategic Analysis & Choices

<After the internal and external analyses, the team will identify and prioritized the strategic initiatives, produces and services plus the rationale for each one of them>.

## Long and Short Term Objectives

<A strategic plan should include long-term as well as short-term (monthly and quarterly) goals. Objectives should be measurable and broken down into actionable steps, and the action plan for each goal should specify who is responsible for implementing the strategy, a timeline for starting and ending the action, and how the outcome will be evaluated>.

## Action Plans or Roadmap

<List and group ALL the action plans (projects, programs and portfolios) that are aligned to each one of the log and short term objectives>

# Strategic Control

## Organizational Strategy Tracking & Oversight

<Group must identify the mechanism to manage, track and adapt the firm’s strategic actions and

Directions. This section should address the following concerns:

1. How often we need to review this strategic plan (strategic surveillance)?
2. How this review is going to be manage?
3. Who are responsible for this tracking and oversight (Implementation control)?
4. What are the deviation thresholds and what type of governance will be in place to manage these deviations (Special alert control)?>