

CORPORATE STRATEGIC PLAN

Systematic process of determining goals to be achieved in the foreseeable future. It consists of: (1) Management's fundamental assumptions about the future economic, technological, and competitive environments. (5) Formulating, implementing, and monitoring the operational or.

What is Strategic Management? A "forecast" is typically a combination of actual performance year-to-date plus expected performance for the remainder of the year, so is generally compared against plan or budget and prior performance. These outcomes will invariably differ from the strategic goals. There are many different frameworks and methodologies for strategic planning and management. It is critical that the top executives involve all the division or department heads in the process. Companies may also plan their financial statements i. ASP has also developed criteria for assessing strategic planning and management frameworks against the Body of Knowledge. What are our strengths and weaknesses versus our competitors? They are the principles that guide our actions and decisions. Which products and services should be included or excluded from the portfolio of offerings? Goals or Objectives The most important goals and objectives are usually set first, such as revenue growth for the next three to five years. Managers who are involved are more likely to endorse the strategic plan and work energetically toward its achievement. Strategies and Tactics Goals paint a picture of future success, but strategies and tactics are the specific steps that must be taken to achieve the goals. A strategic plan is a document used to communicate with the organization the organizations goals, the actions needed to achieve those goals and all of the other critical elements developed during the planning exercise. Current situation also includes the economic and industry environment and how these may impact the organization. This plan is the result of the collaborative efforts of City Council and staff. Responsive Evaluation , which uses a constructivist evaluation approach to identify the outcomes of objectives, which then supports future strategic planning exercises. Specific projects and initiatives will continue to be developed to move the City toward the vision and goals identified in this strategic plan. Nolan , Leonard D. Mission Statement A mission statement explains why the company is in business, and what value it intends to provide its customers, its employees, its stakeholders and even society. What is considered "value" to the customer or constituency? Which skills and resources should be developed within the organization? Goals are set for each division or department.