

STRATEGIC MANAGEMENT

Dear All, this was the Individual Class activity for yesterday.

Complete this 1-pager individually and post it on my dropbox before

NAME: Steve Mashabane	STUDENTNO: 29530105		
Name of Co. / Org. (Employer): National Brands Limited	Public or Private Sector: Private		
Are you currently a Manager or Non-Manager?: Manager			
QUESTION	REPLY (encircle)		
1. Do your Org have a well-articulated, clear statement of S?	Yes	No	
2. Could each member of your management team write a 1 or 2 sentence of that S without consulting others?	All could	Some could	Non could
3. Do you have your Strategy (S) in written form?	Yes	No	
4. Do you & they use this statement as a GUIDE for the choices you make together when deciding which producers, customers, and markets (wards/communities/constituents) your Org will pursue?	Use frequently	Use some-times	Never use
5. Do you & they use this statement as GUIDE to decide which products, customers and markets (wards/communities/constituents) your Org will NOT pursue?	Use frequently	Use some-times	Never use
6. Do you use this S-statement as a FILTER to decide how <i>resources</i> are allocated within the Org?	Use frequently	Use some-times	Never use
7. Do you use this statement as a FILTER to choose which <i>opportunities</i> your Org will pursue & which ones it won't?	Use frequently	Use some-times	Never use
8. Have you ever sat down as a management team to try to obtain CONSENSUS about the future direction of the Org?	Regularly	Once in a while	Never
9. Was a consensus obtained, or are there still different visions of what the Org is trying to become?	One vision	Several visions	No vision
10. Do you have a separate process of strategic thinking to determine <i>what</i> your Org want to become, as opposed to <i>how</i> you will get there?	A formal process	No process	