

STRATEGIC MANAGEMENT TOOLS

INNOVATIONS AND SUSTAINABILITY

WINTER SCHOOL

MIDALIDARE

2025



TOOLS AND TECHNIQUES OF STRATEGIC MANAGEMENT



BCG MATRIX



SWOT ANALYSIS



PESTEL ANALYSIS



BALANCED
SCORECARD



VRIO ANALYSIS



PORTER'S FIVE
FORCES MODEL



MINTZBERG'S 5P's
OF STRATEGY

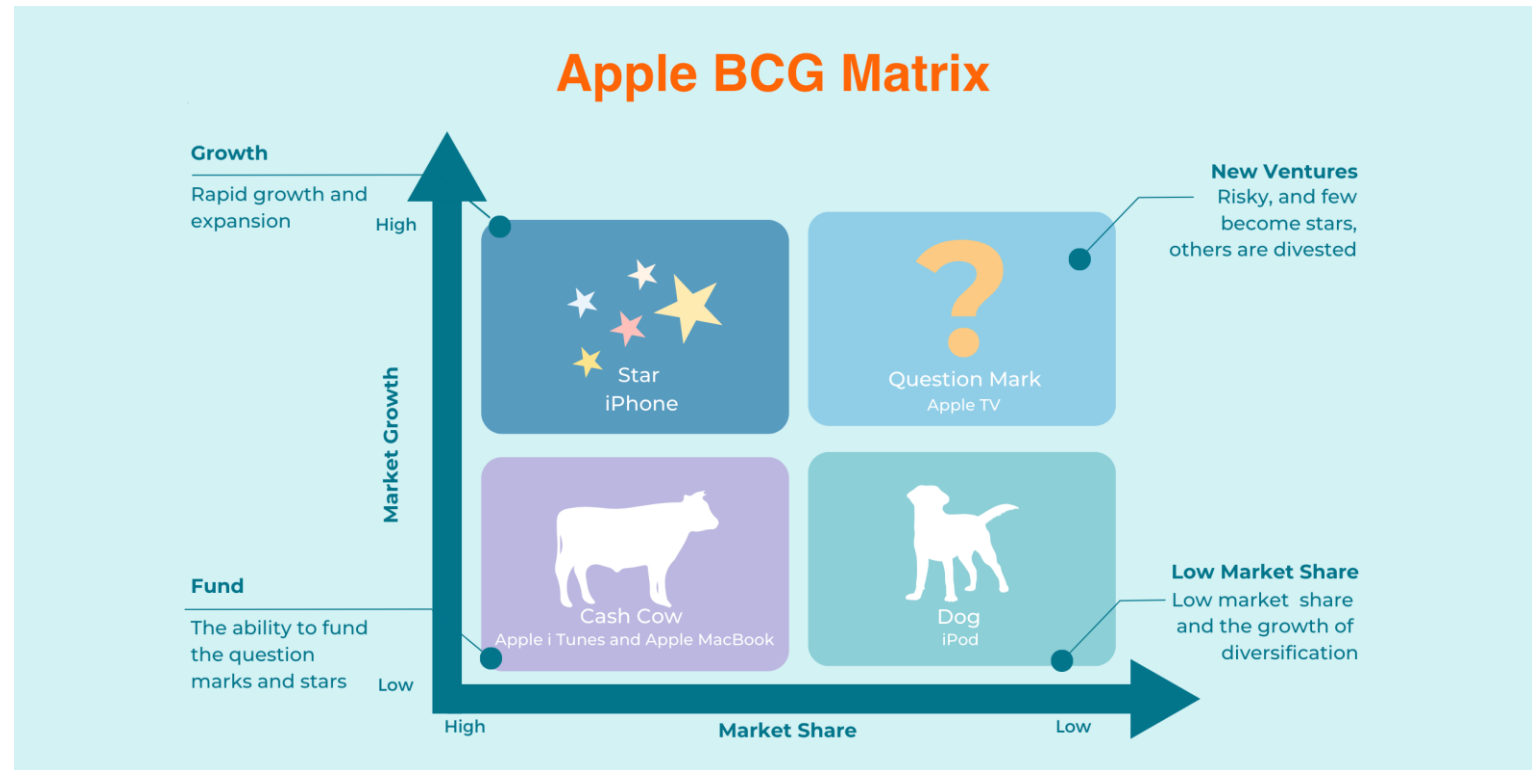
CRITICAL QUESTION ANALYSIS

FORMULATING APPROPRIATE ORGANIZATIONAL STRATEGY IS A PROCESS OF CRITICAL QUESTION ANALYSIS

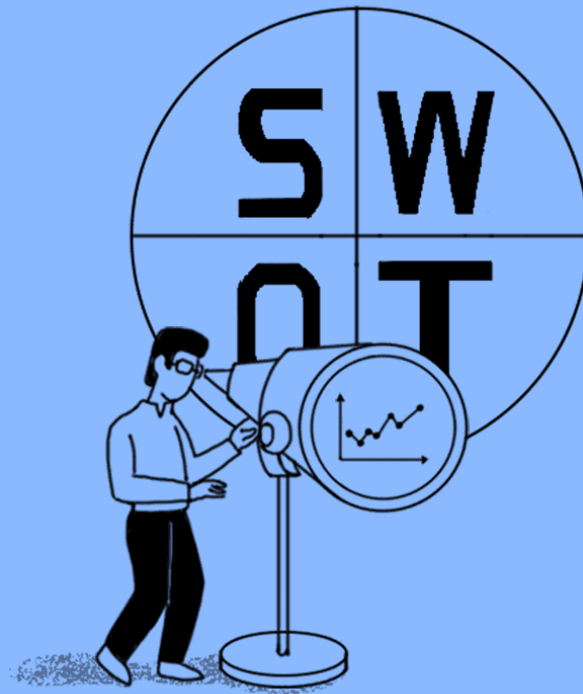
- WHAT ARE THE PURPOSES AND OBJECTIVES OF THE ORGANIZATION?
- WHERE IS THE ORGANIZATION GOING AT THIS PRESENT MOMENT?
- WHAT IS THE SURROUNDING ENVIRONMENT!
- WHAT COULD WE CHANGE IN ORDER TO ACHIEVE BETTER RESULTS IN THE FUTURE!

BCG MATRIX

BOSTON CONSULTING GROUP MATRIX IS A SIMPLE CORPORATE PLANNING TOOL, TO ASSESS A COMPANY'S POSITION IN TERMS OF ITS PRODUCT RANGE – ALSO KNOWN AS THE GROWTH SHARE MATRIX



SWOT ANALYSIS



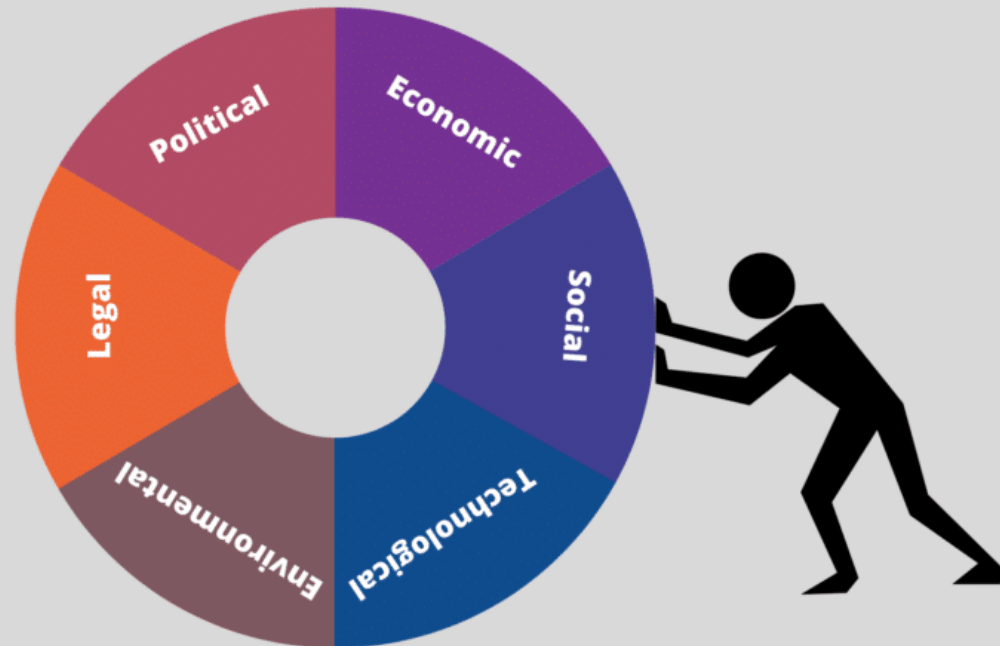
SWOT

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A framework used to evaluate a company's competitive position and to develop strategic planning.

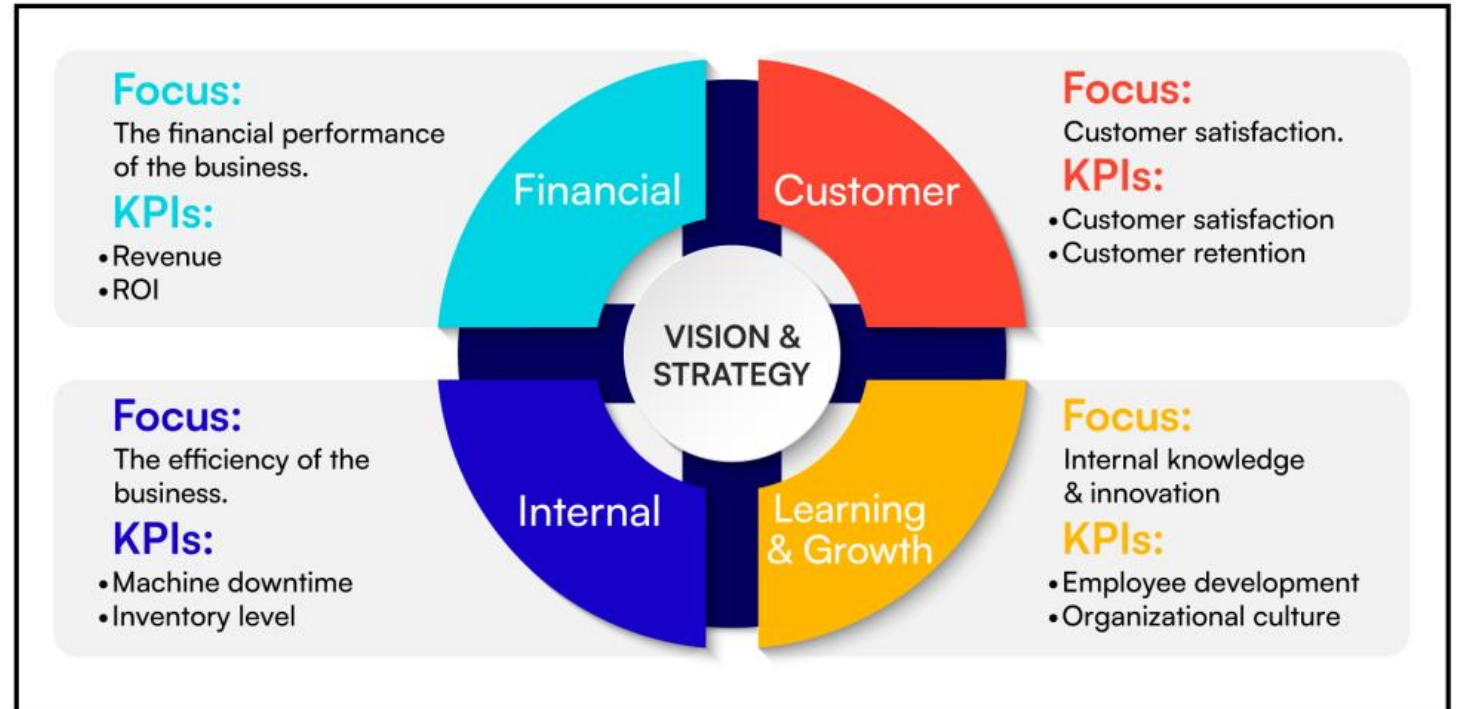
PESTEL ANALYSIS

PESTEL ANALYSIS



BALANCED SCORECARD

The Balanced Scorecard



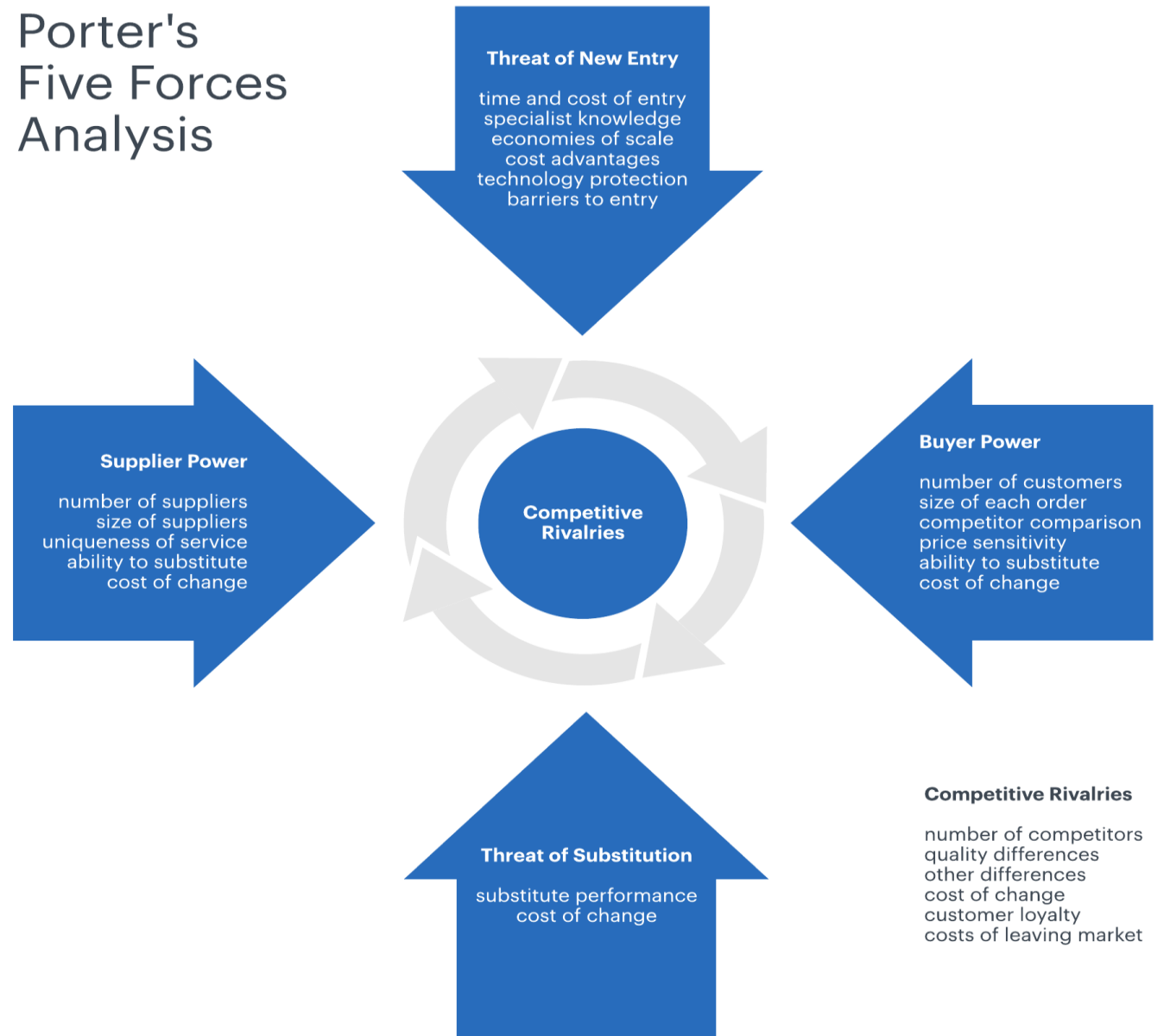
VRIO ANALYSIS

VRIO Framework

Valuable?	Rare?	Hard to imitate?	Organized?	
Yes	No			Competitive parity
Yes	Yes	No		Temporary competitive advantage
Yes	Yes	Yes	No	Unused competitive advantage
Yes	Yes	Yes	Yes	Long-term competitive advantage

PORTER'S FIVE FORCES

Porter's Five Forces Analysis



MINTZBERG'S 5 P's OF STRATEGY

MINTZBERG 5P MODEL

Example of Mintzberg's 5 Ps Model

Source- consuunt.com



A background image showing a group of business professionals in an office setting. A woman in the center is holding a smartphone and looking at it, while others around her are also engaged with devices or documents. The scene is brightly lit, suggesting a modern office environment.

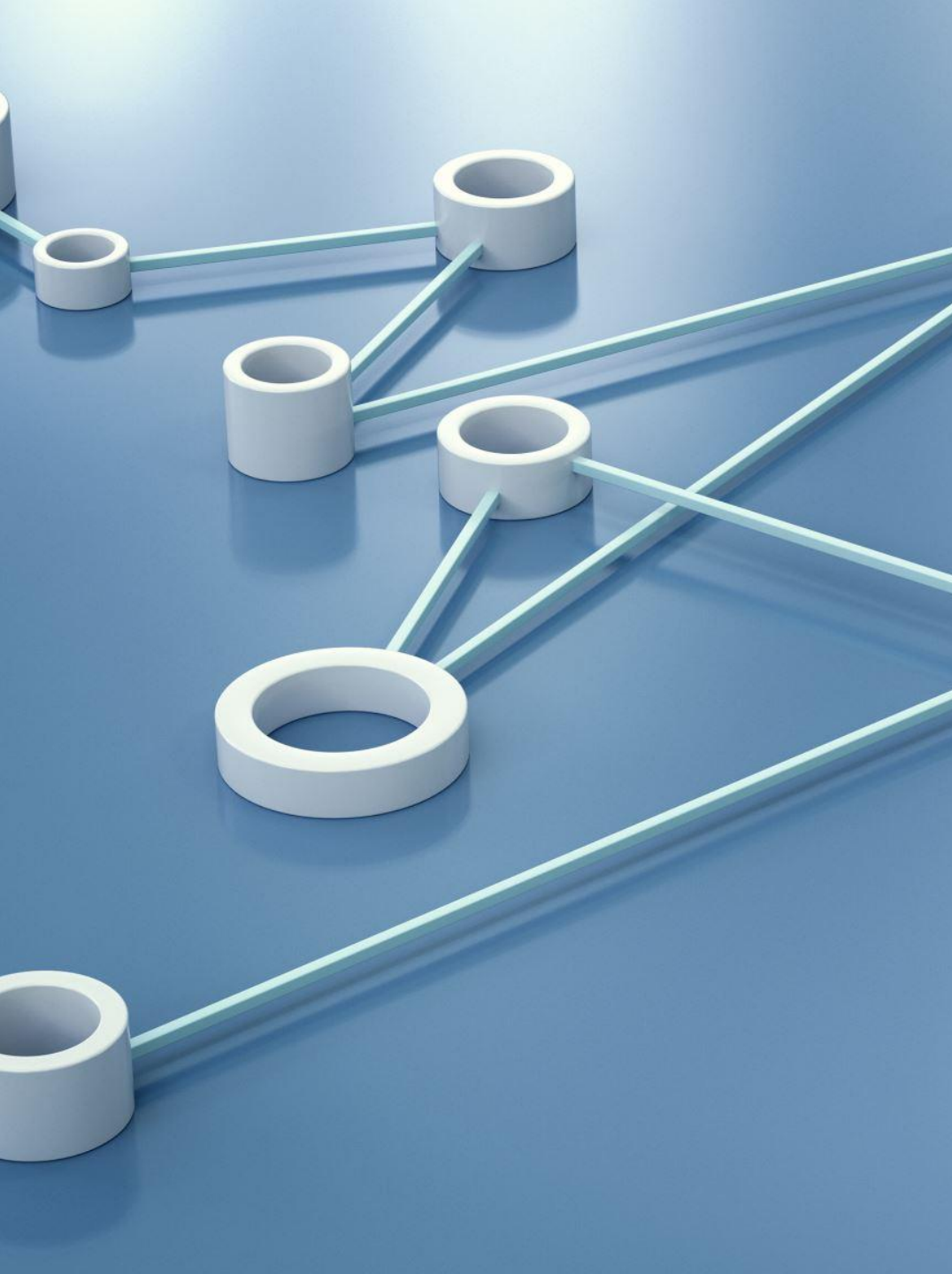
Preparing for the Future: Emerging Trends and Challenges in Strategic Management

Keywords: Strategic Management; Decision Making; Innovations; Global Environment; Sustainability; Leadership; Risk Management; Adaptation.



Strategic Management

- Strategic Management is crucial for the success of any organization as it involves the formulation and implementation of strategies guiding the achievement of long-term objectives. However, the business environment is in constant flux, and it is crucial for companies to be mindful of emerging trends that can affect their operations and strategic decisions.



Disruptive Technological Trends:

- Disruptive technologies are profoundly transforming various sectors, impacting everything from how companies operate to how they interact with customers. For instance, Artificial Intelligence is being utilized to automate processes, enhance data analysis, and personalize user experiences. IoT is connecting devices and collecting real-time data, providing valuable insights for process optimization and decision-making. Blockchain is revolutionizing how transactions are recorded and verified, offering greater security and transparency. Cloud computing is enabling flexible access to IT resources, reducing costs, and increasing operational scalability.

Globalization and Market Changes:

- Globalization continues to shape the business landscape, with companies expanding their operations into new markets and competing on an international scale. However, globalization also brings challenges such as the need to navigate different regulations and business cultures. Additionally, market changes, like the increasing demand for sustainable products and services, are influencing business strategies.




Sustainability and Corporate Social Responsibility (CSR):



- Sustainability and CSR are becoming increasingly important for companies as consumers and investors demand more ethical and responsible business practices. Companies are under pressure to adopt environmentally and socially responsible policies, reduce their carbon footprint, promote diversity and inclusion, and contribute to the sustainable development of the communities in which they operate.



Workforce Evolution and Leadership:

- The workforce is undergoing significant transformation, with demographic shifts, technological advancements, and new work models reshaping how companies recruit, develop, and retain talent. Leadership is also evolving, with a greater emphasis on adaptive leadership, which values the ability to adapt to change and lead teams in complex and uncertain environments.
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Risk Management and Business Resilience:

- Risk management is essential for helping companies identify, assess, and mitigate emerging risks that can impact their operations and strategic objectives. Business resilience is the ability of an organization to withstand adversities and quickly recover from crises. This involves developing business continuity plans, implementing cybersecurity measures, and fostering an organizational culture that values adaptability and innovation.





Innovations and Organizational Adaptability:

- Innovation is crucial for companies to adapt to market changes and evolving customer needs. Companies need to be agile and flexible, capable of experimenting with new ideas, learning from mistakes, and quickly adapting to changes in market conditions. An organizational culture that values creativity, collaboration, and experimentation is essential for promoting innovation and adaptability.

Conclusion:

- In conclusion, it is crucial for companies to be prepared to face future challenges by anticipating emerging trends and developing proactive strategies to adapt and thrive in a constantly changing business environment. By understanding and responding to emerging trends in strategic management, companies can position themselves for long-term success and ensure their relevance and sustainability in the market.



THANK YOU

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