

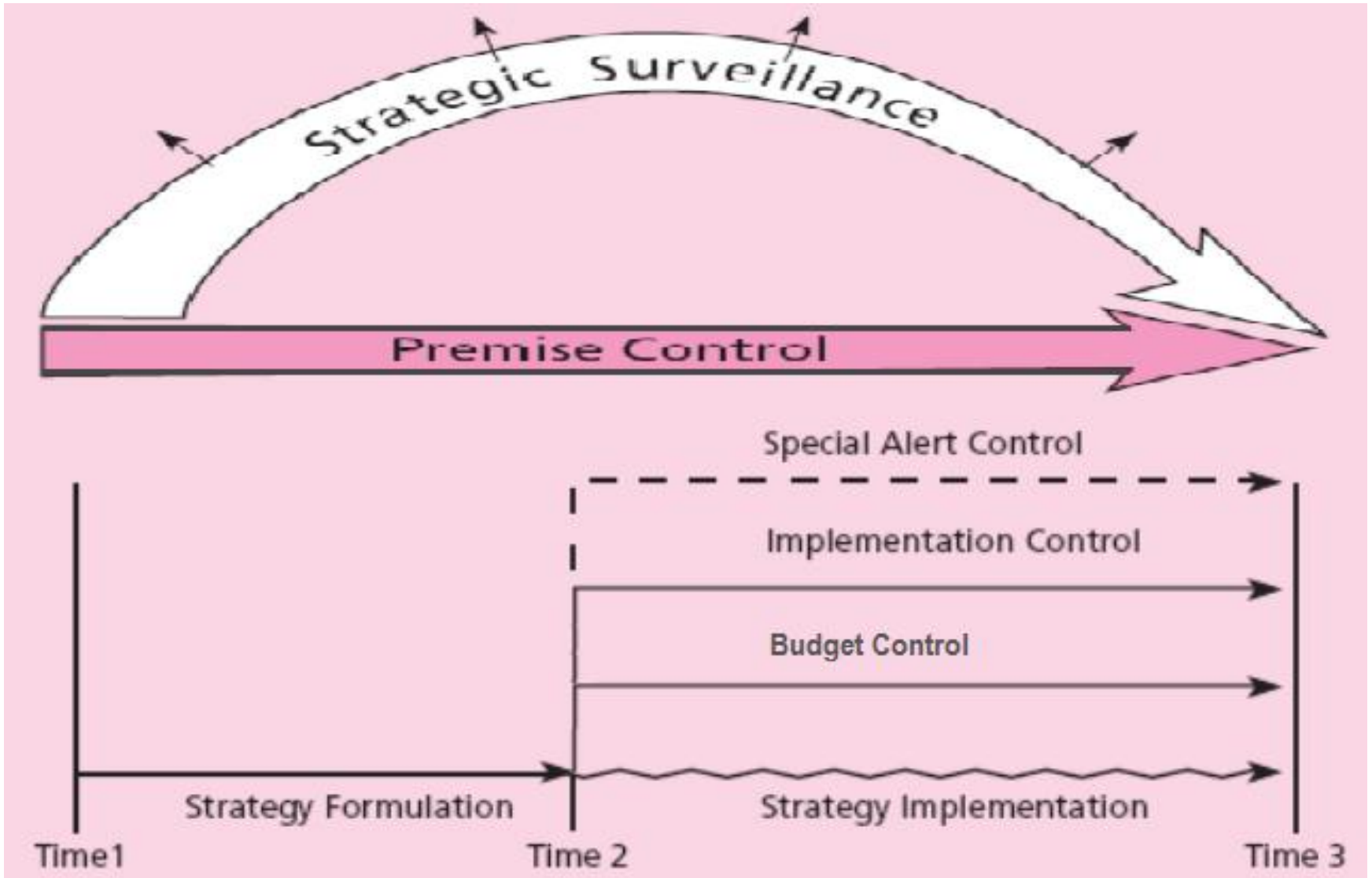
# Stratejik Kontrol

Dr. Abdurrahman Bař

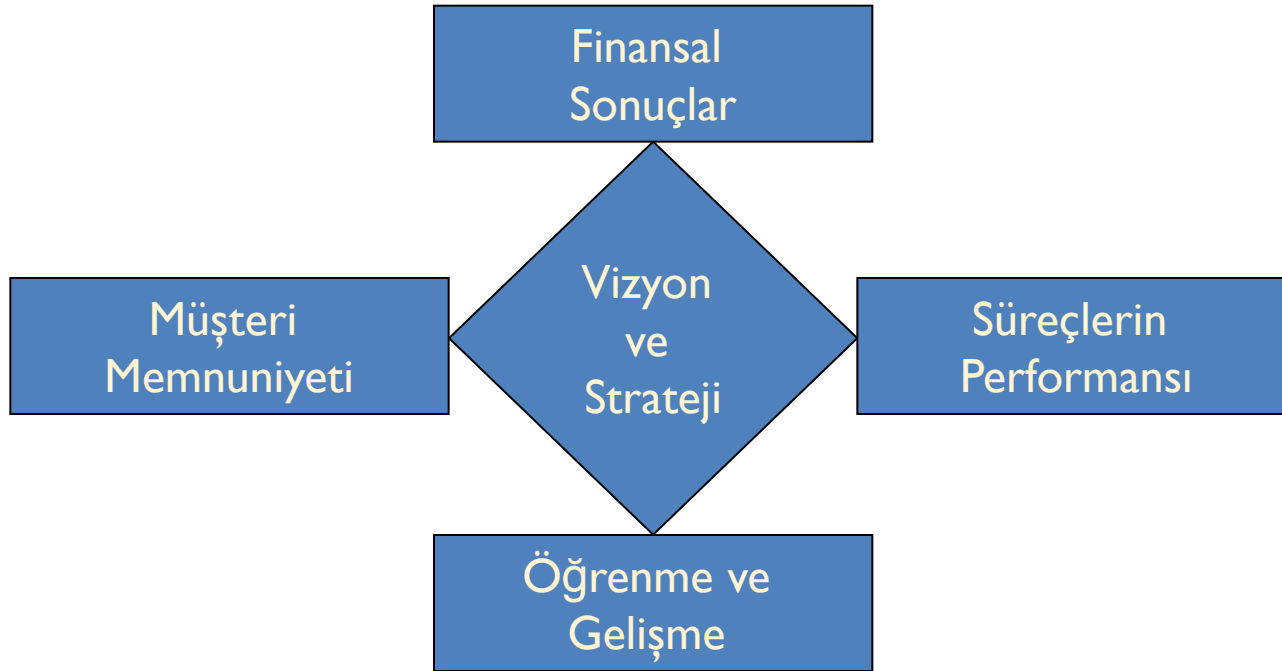
# Stratejik Kontrol Türleri

- Öncül Kontrolü
- Stratejik İzleme
- Alarm Noktaları
- Uygulama Kontrolü
- Bütçe Kontrolü

# Stratejik Kontrol Türleri



# Balanced Scorecard



# Balanced Scorecard

Longer Term (3-5 year) View

Shorter Term (Annual) View

Longer Term (3-5 year) View					Shorter Term (Annual) View					
Mission	Vision	Strategy and Map	Objectives	Measures	Targets	Initiatives	Milestones	Accountable	Resource Alloc.	
To provide top-notch healthcare to our community	Be the community hospital of choice		Financial	<ul style="list-style-type: none"> <li>Grow high-margin service</li> </ul>	<ul style="list-style-type: none"> <li>% revenue from high-margin services</li> </ul>	<ul style="list-style-type: none"> <li>'04 xx%</li> <li>'05 xx%</li> <li>'06 xx%</li> </ul>				
			Customer	<ul style="list-style-type: none"> <li>Provide personalized care</li> </ul>	<ul style="list-style-type: none"> <li>Customer satisfaction survey rating</li> </ul>	<ul style="list-style-type: none"> <li>'04 xx%</li> <li>'05 xx%</li> <li>'06 xx%</li> </ul>	<ul style="list-style-type: none"> <li>Develop organization-wide survey</li> </ul>	<ul style="list-style-type: none"> <li>Survey drafted by 6/04</li> </ul>	<ul style="list-style-type: none"> <li>Mktg. Team</li> </ul>	<ul style="list-style-type: none"> <li>\$xxxx</li> </ul>
			Internal	<ul style="list-style-type: none"> <li>Keep patients informed</li> </ul>	<ul style="list-style-type: none"> <li>Service level spot check rating</li> </ul>	<ul style="list-style-type: none"> <li>'04 xx%</li> <li>'05 xx%</li> <li>'06 xx%</li> </ul>	<ul style="list-style-type: none"> <li>Electronic notes project</li> </ul>	<ul style="list-style-type: none"> <li>Complete by 2004</li> <li>All patients logged in</li> </ul>	<ul style="list-style-type: none"> <li>Dept. Chairs</li> </ul>	<ul style="list-style-type: none"> <li>\$xxxx</li> </ul>
			Learning	<ul style="list-style-type: none"> <li>Provide technology &amp; resources</li> </ul>	<ul style="list-style-type: none"> <li>% new technology used by staff</li> </ul>	<ul style="list-style-type: none"> <li>'04 xx%</li> <li>'05 xx%</li> <li>'06 xx%</li> </ul>	<ul style="list-style-type: none"> <li>Learning assessment project</li> </ul>	<ul style="list-style-type: none"> <li>Deadline met</li> </ul>	<ul style="list-style-type: none"> <li>HR Committee</li> </ul>	<ul style="list-style-type: none"> <li>\$xxxx</li> </ul>



# Stratejik Kontrol Türleri

Basic Characteristics	Types of Strategic Control			
	Strategic Surveillance	Premise Control	Special Alert Control	Implementation Control
Objects of control	Potential threats and opportunities related to the strategy	Planning premises and projections	Occurrence of recognizable but unlikely events	Key strategic thrusts and milestones
Degree of focusing	Low	High	High	High
Data acquisition:				
Formalization	Low	Medium	High	High
Centralization	Low	Low	High	Medium
Use with:				
Environmental factors	Yes	Yes	Yes	Seldom
Industry factors	Yes	Yes	Yes	Seldom
Strategy-specific factors	Seldom	No	Yes	Yes
Company-specific factors	Seldom	No	Seldom	Yes

# VİZYON

(5-10 Yıl)

## STRATEJİ (Game Plan to make Vision reality)

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& STRATEJİK  
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(3-5 Yıl)

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(3-5 Yıl)

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(3-5 Yıl)

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& STRATEJİK  
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(1-3 Yıllık)

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KURUMSAL YETKİNLİKLER

KURUMSAL DEĞERLER

MİSYON