STATEGIC MANAGEMENT AND VISIONARY LEADERSHIP

LEADING EXECUTION IN AN EVER CHANGING WORLD

Dr. Abdurrahman Baş
How good is your Vision?

If you can read this line, you don’t need to join this meeting.
Vision is about...

Seeing the farthest, being foresighted.

Dreaming for never seen before

Believing in excellence and power of future

Having a deliberate destination

In business, thinking ahead of the competition
What is strategy?

Strategy is about getting there: Taking the control, rallying, attacking, changing...

The word originates from the name of a Greek army commander: Strategos

In competition, it means grasping the current position, forecasting the future of the game and defining the rules differently.
Strategic Self Analysis: SWOT

Positive

Internal

Strengths

External

Opportunities

Negative

Weaknesses

Threats
Strategic Self Assessment

The lone winner?
Strategic Analysis: 5 Factors

Potential Entrants (Threats)

Vendors (Bargaining Power)

Competition Among Existing Players

Substitute Products (Threats)

Buyers (Bargaining Power)
Strategic Analysis of Nations

Firm Strategy, Structure & Competition

Production Factors

Supporting Industries

Demand
Strategic Positioning
Global Strategic Analysis: STEP

- Social
- Technological
- Economic
- Political
Global Aspects

Economic: Globalization of markets, global demand and supply, economic unions, consumer trends, economic situation,

Social: Ethical issues, clash of civilizations, social problems, life style trends, anti-globalization movement, greenpeace

Technological: Internet, genetics, productivity, new advancements

Political: Legal restrictions, Customs, Barriers to trade, Political disputes and instability, deregulation, quota phase out
Global Strategic Positioning

Radar Screen
Defining a Vision

VISION

Customers

Leadership Values

Global Aspects

Organization
Vision (x Defects):

- Customer focused
- Demanding
- Attainable
- Comprehensible
Managerial Leaders - Visionary Leaders

- Are comfortable handling Short-term day-to-day activities
- Want stability & to preserve the existing order
- Guide without a strategic vision. Constrained by values & by using explicit knowledge

- Are future-oriented concerned with risk-taking
- Are not dependent on the organisation for their sense of who they are
- Control by socialization & sharing common norms, values & beliefs
## Effective Visionary Leadership

| Determines Strategic Direction | Developing a long-term vision of the firm’s Strategic Intent |
| Exploits & Maintains Core Competencies | Leaders must ensure that the firm’s core competencies are emphasized in strategic implementation efforts |
| Develops Human Capital | No strategy can be effective unless the firm is able to develop & retain good staff to carry it out |
| Sustains an Effective Organizational Culture | Leaders play a critical role in shaping and reinforcing the firm’s culture |
Strategy Deployment

Having Dreams Come True: Translating vision into operational plans & projects