



Welcome

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Advanced Strategic Planning

By

Dr. Muhammad Zia-ur-Rehman



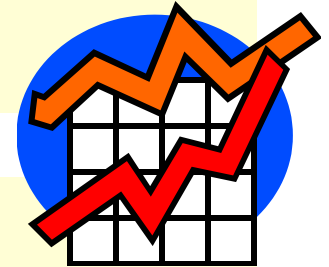
*Ph.D., MA Eng., MPM, MBA, M.Ed., LLB
HEC Approved Ph.D. Supervisor
Academician, Trainer and Consultant
E-mail: scholarknowledge@gmail.com
Phone: +923005365378*

Planning & Management –Defined

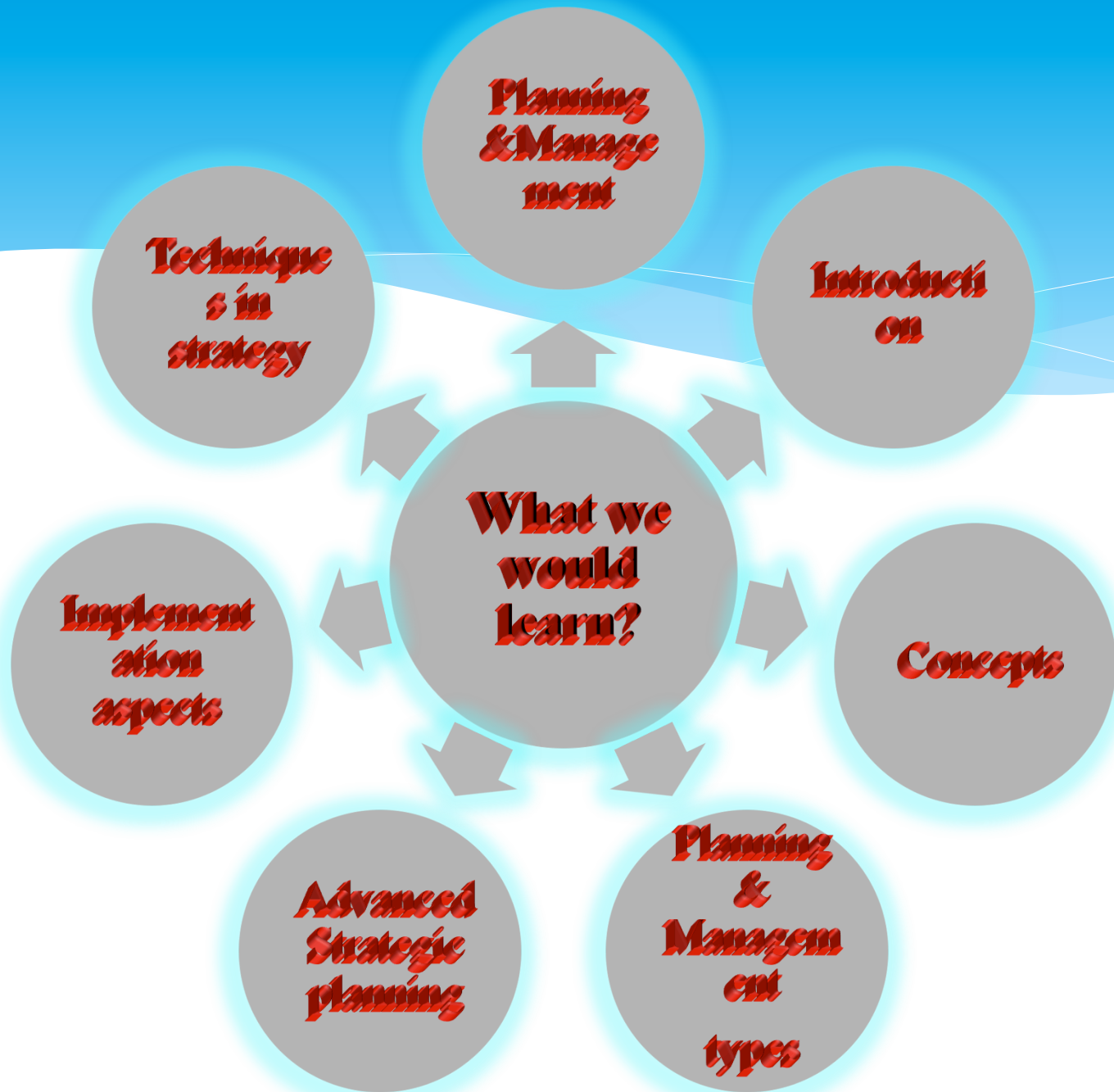
Art & science of **formulating**,
implementing, and **evaluating**, cross-
functional decisions that enable an
organization to achieve its objectives.

Achieving *Sustained Competitive Advantage* through advanced strategic planning

1. Adapting to change in external trends, internal capabilities and resources




2. Effectively formulating, implementing & evaluating strategies



Basics of strategy

- * *Two basic principles...underlie all strategic planning. . . .*
- * *The first principle is: act with the utmost concentration [trace the ultimate substance of enemy strength to the fewest possible sources; compress the attack on these sources to the fewest possible actions; and subordinate minor actions as much as possible*
- * *The second principle is: act with the utmost speed [every unnecessary expenditure of time and every unnecessary detour is a waste of strength; take the shortest possible road to the goal*
- * *The first task, then, in planning for a war is to identify the enemy's center of gravity, and if possible trace it back to a single one. The second task is to ensure that the forces to be used against that point are concentrated for a main offensive.*



Every organization must find a combination of where-to-play and how-to-win that is appropriate, doable and decisive for it, within its unique context.

“Without management the organization is like a ship without a rudder, going around in circles.”

Michael Kami

Lets simply go for Defining Management

Management is a process of developing and executing plans to reach a long-term goals in environment, which is constantly changing.