The Strategic Process in a Nutshell

**Analysis**

- **External** — market, competition, industry.

- **Internal** — financial, cost structure, leadership, culture, capacity, competitive advantage, SWOT

**Planning/Strategizing**

- **Strategy** — road map to the future, direction of the organization, the big picture

- **Vision of the Future** — Purpose of the organization, objectives, 1-3 years

**Action**

- **Execution** — Action to be taken and capacity to be developed to reach objectives. Financial projections, operational efficiency, development of sustainable competitive advantages.