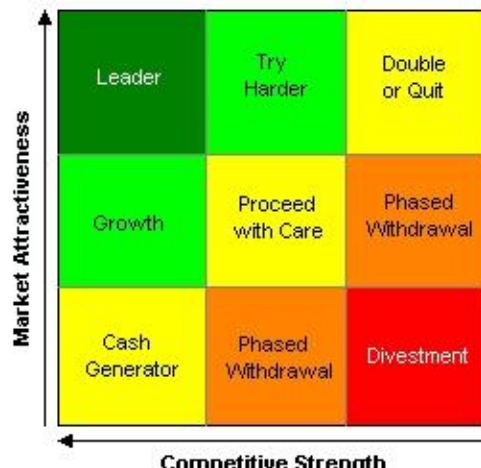


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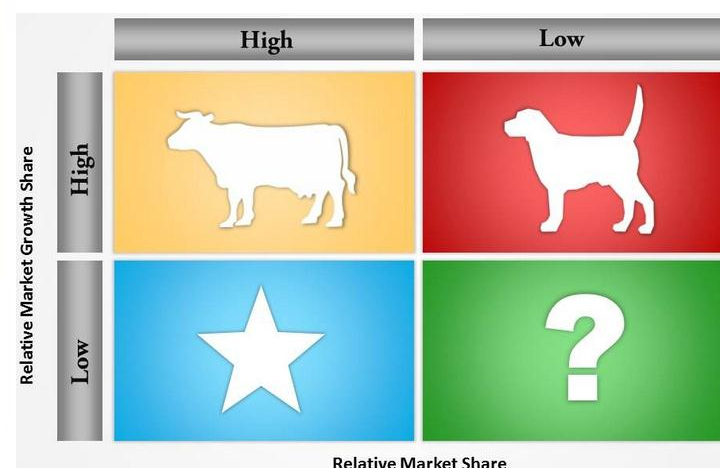
# Strategic Management Tools and Techniques



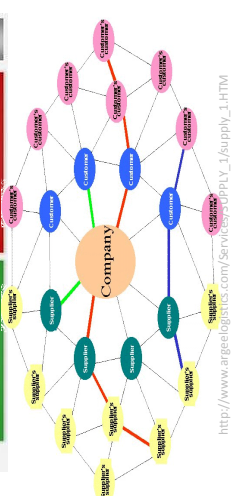
<http://cerasis.com/wp-content/uploads/2013/08/elements-of-a-swot-analysis.jpg>



<http://fadetheblog.blogspot.com/mgematrix.jpg>

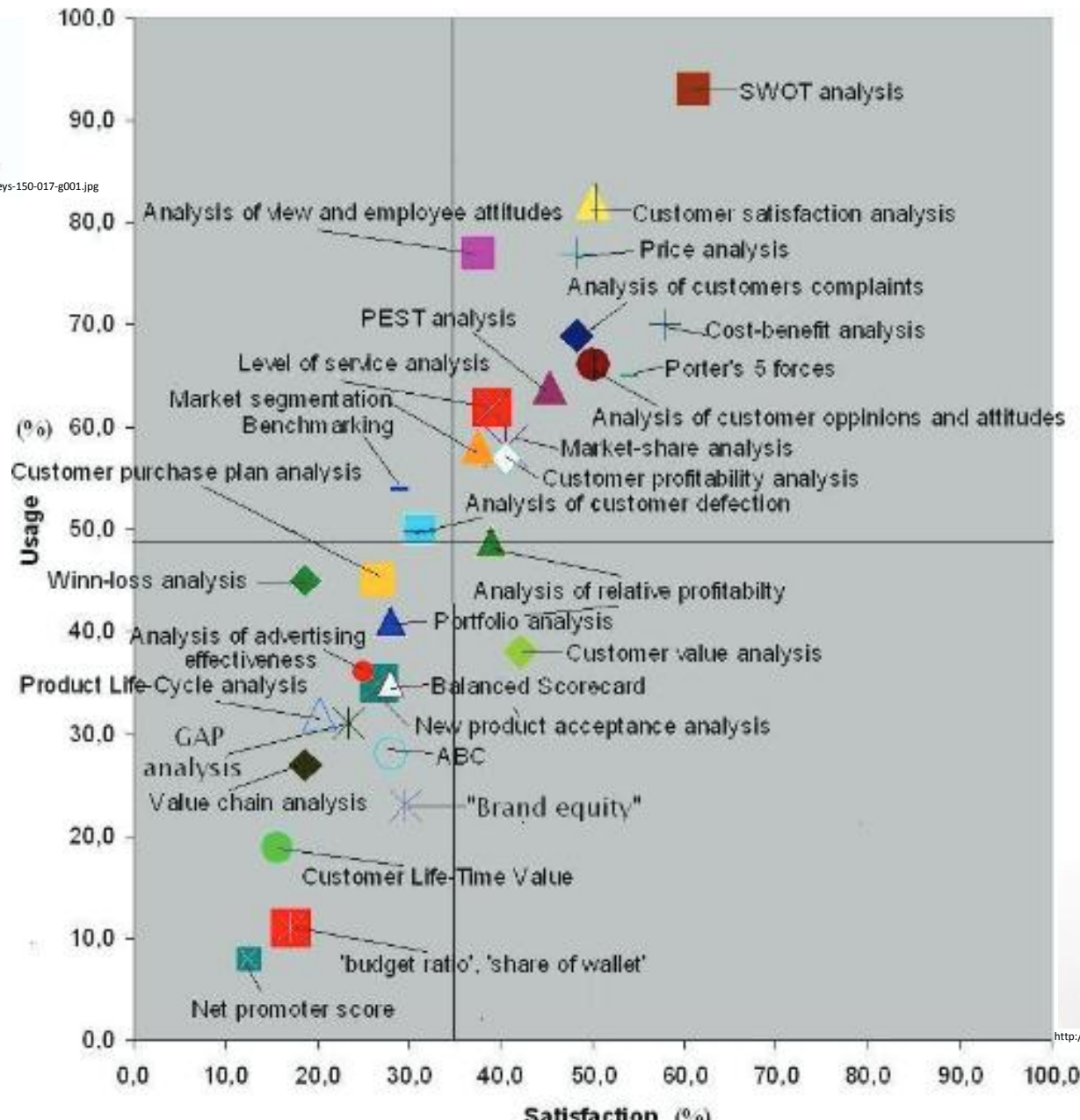


<http://www.slideteam.net/bcg-matrix-powerpoint-template-slide.html>

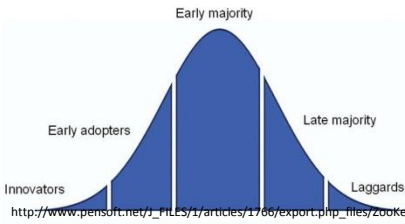


[http://www.argel@nta.com/services/PMV\\_1/supply\\_1.htm](http://www.argel@nta.com/services/PMV_1/supply_1.htm)

## Usage and Satisfaction



<http://tenaciousales.com/manage-your-customers.php>



Anna Afonina and Vladimir Chalupský (2012). Investigation of strategic management tools and techniques. ACTA Universitatis Agriculturae Et Silviculturae Mendelianae Brunensis, Volume LXI, Number 4, 2013.

Usage-Satisfaction Matrix

High Satisfaction  
(Above Average: 3,8077)

Low Satisfaction  
(Below Average: 3,8077)

High Usage  
(Above Average: 1.5844)

- Brain Storming
- E-trade
- Benefit-Cost Analysis
- Benchmarking
- Customer Relationship Management
- Organizational Development
- Portfolio Analysis
- Risk Analysis
- Scenario Analysis
- Strategic Total Quality Management
- Swot Analysis
- Supply Chain Management
- Vision/Mission Statements

- Open Group Discussions
- Outsourcing
- Quality Circles
- Learning Organizations

Low Usage  
(Below Average: 1.5844)

- Balanced Scorecard
- Hofer Analysis
- Nominal Group Technique

- Open Book Management
- Search Conference
- Value Chain Analysis
- Reengineering
- Hoshin Kanri
- Downsizing
- McKinsey Matrix
- Multivoting
- Porter's Competitive Analysis
- Q-sort Analysis

CRM word cloud: relationship, software, help, support, marketing, development, design, data, client, business, system, management, service, information, provide, design.

Portfolio Analysis Matrix:

	High	Medium	Low
High	Invest & Grow	Selective growth	Selectivity
Medium	Selective growth	Selectivity	Harvest Divest
Low	Selectivity	Harvest Divest	Harvest Divest
	High	Medium	Low
	Industry Attractiveness		

Balanced Scorecard diagram showing perspectives: Financial, Customer, Internal Processes, and Employee Learning & Growth.

http://technostories.wordpress.com/2010/01/19/get-better-connected/  
http://www.mm4xl.com

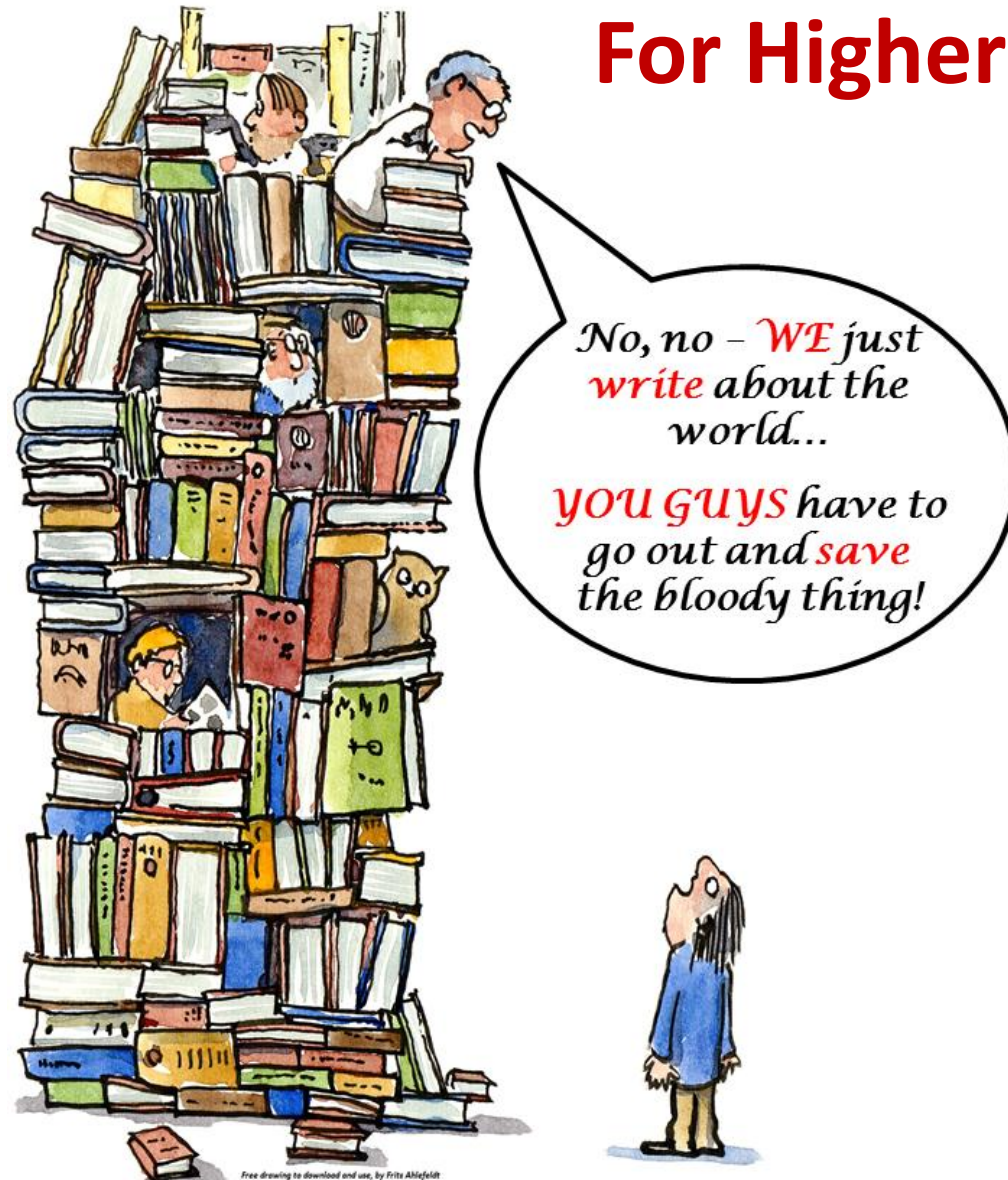
General-science Tools Used for Strategic Analysis by Organization

IDEOLOGICAL NATURE OF THE TOOL	NAME OF THE TOOL	TOOL'S ROLE IN DECISION MAKING PROCESS		NATURE OF RELATIONSHIP BETWEEN THE TOOL AND THE ENVIRONMENT				THE NECESSARY FACTUAL AND LOGICAL JUSTIFICATION	
		Decision-making tools	Data collection tools	Tools designed for internal environment analysis	Tools designed for the operating environment analysis	Tools designed for the analysis of uncontrolled remote environment of the company	Indifferent with respect to environment and/or universal tools	Rationalistic	Sophistic
Multidisciplinary strategic analysis tools	Brainstorming	+					+		+
	Dialectic inquiry	+					+		+
	Nominal group technique	+					+		+
	Factor analysis		+				+	+	
	Trend analysis		+				+	+	
	Multidimensional scaling (MDS)		+				+	+	
	Cluster analysis		+				+	+	
	Discriminant analysis		+				+	+	
	Conjoint analysis		+				+	+	
	Delphi	+					+		+
Focus groups	+					+		+	
Economics and management theory methods as tools of strategic analysis	Market opportunity analysis		+		+				+
	Mkt. segmentation		+		+			+	
	Financial ratios		+	+				+	
	Process mapping		+				+	+	
	Product/ market mapping		+		+			+	
	PIIMS		+	+				+	

## Strategic Management Tools Used for Strategic Analysis by Organization

IDEOLOGICAL NATURE OF THE TOOL	NAME OF THE TOOL	TOOL'S ROLE IN DECISION MAKING PROCESS		NATURE OF RELATIONSHIP BETWEEN THE TOOL AND THE ENVIRONMENT				THE NECESSARY FACTUAL AND LOGICAL JUSTIFICATION	
		Decision-making tools	Data collection tools	Tools designed for internal environment analysis	Tools designed for the operating environment analysis	Tools designed for the analysis of uncontrolled remote environment of the company	Indifferent with respect to environment and/or universal tools	Rationalistic	Sophistic
Strategic management tools	Balanced score card		+	+				+	
	Benchmarking		+				+	+	
	Core competences		+	+					+
	Critical success factors		+		+				+
	Driving force		+		+				+
	Experience curves		+	+				+	
	Future study		+				+	+	
	Life cycle analysis		+				+	+	
	McKinsey 7-8		+	+					+
	Multiple scenarios	+			+				+
	Outsourcing	+		+				+	
	PEST		+			+		+	
	Porter's 5F		+		+				+
	Portfolio classification analysis		+		+			+	
	Reengineering	+		+				+	
	Simulation technique	+			+				+
	SPACE		+		+			+	
	SPIRE		+		+			+	
	Strategic gap analysis	+		+					+
	Value chain analysis		+	+				+	
SWOT		+				+		+	
Technology assessment analysis		+				+	+		
Vulnerability analysis		+		+				+	

# The Strategic Management Tools For Higher Education Institutions



*"The most important area for developing new concepts, methods, and practices will be in the management of society's knowledge resources – specifically, education and health care, both of which are today **overadministered** and **undermanaged**"*

Peter Drucker (1997)

## The most common strategic management tools for HEIs

The main stages of strategic management  Strategic management tools	→ Strategic analysis →			→ Strategy development, decision-making →	→ Strategy implementation and control →
	Mission and objectives analysis	Analysis of the company's potential, its environment and their interaction	Analysis of the strategic portfolio	Development and analysis of alternative strategies (strategic decisions) and the choice of optimal strategies (strategic decisions)	Analysis of the chosen strategy's effectiveness (strategic decisions)
SWOT analysis		+		+	
PEST(+ EFAS) analysis		+			
Porter's 5 forces		+			
Shell / DPM matrix		+	+	+	
GE / McKinsey Matrix		+	+	+	
PIMS matrix		+		+	
SNW analysis		+			
Gap analysis		+			
ADL Matrix		+	+	+	
SPACE matrix		+		+	
Balanced Scorecard	+	+		+	+
Ansoff Matrix				+	
Market analysis		+			
Benchmarking	+	+	+	+	+
BCG Matrix		+	+	+	
MCC Matrix	+		+		
Competence analysis VRIO		+	+	+	
EFQM		+	+	+	+
APPMC		+	+	+	
Disaggregation method	+				
Method of providing conditions	+				