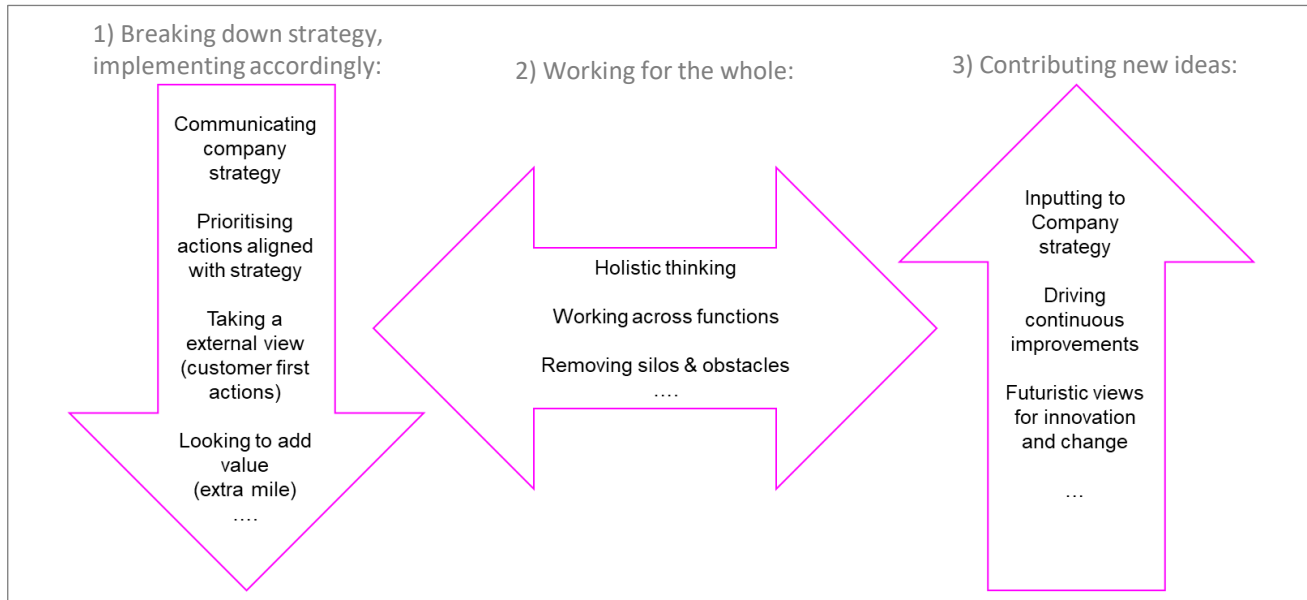


Strategic thinking and acting by employees, especially managers, is defined by their ability to: Ensure that actions are in alignment with the company’s mission and strategy, and managers can drive the development of the organization and their area of responsibility. This can be seen through:

- Relating to the company’s business strategy when taking actions for own scope of responsibility
- Identifying relevant stakeholders, analyzing their interests and undertaking actions accordingly
- Thinking broadly across departments, understanding the organization and its interrelations
- Seeing where current trends and developments will lead & how they may influence business

Another way to visualise these concepts is to consider how to demonstrate STA in 3 dimensions:



Reflection task

We can all contribute to strategic thinking and acting, so ask yourself:
 How do you leverage your business’s strategic message?
 How do you work across functions / holistically?
 Where can you add improvements or a more futuristic view?

Must Knows

- A key business competency, expected of all managers, decision makers, project managers
- Links the company story & goals to the tasks & actions of all staff

Must Do Actions

- Set goals to ensure tasks contribute to success
- Inspire & communicate the company story, the mission, strategy, structure, values
- Enable innovation
- Remove barriers

Impacts

- Contribution by all
- Buy-in to long term thinking and business strategy
- Sense of purpose
- Achievement, personally & business wise