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"The history of mankind is strewn with habits, creeds, dogmas that were essential to one age and disastrous to another."

-James Reston, New York Times Columnist

AUGUST ARTICLE

COMMON MISTAKES IN STRATEGIC MANAGEMENT

PART ONE OF TWO

The following is part one of our two part series on Strategic Management. Which of these mistakes are you or your company making? Use these questions and the answers you come up with to tailor your Strategic Planning process to your needs.

- ___1. Failing to integrate planning at all levels
- ___2. Keeping planning separate from day-to-day management
- ___3. Conducting long-range forecasting only with extrapolations from the past
- ___4. Having a scattershot approach to strategic planning and strategic change
- ___5. Developing Vision, Mission, and Value statements as fluff with no goals/measures
- ___6. Having yearly weekend retreats/near term thinking only
- ___7. Failing to complete an effective implementation process/yearly /Change Management cycle
- ___8. Violating the 'people support what they help create' premise, especially with inadequate line management involvement
- ___9. Conducting business as usual after strategic planning (SPOTS Syndrome) with a crisis of will
- failure to step up and do what you know is right
- ___10. Failing to make the 'tough choices' with suppression of differences of opinion

CLICK HERE FOR PART TWO...

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