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SEMI-SERMON

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1. Strategic Management For Seed Business In Africa

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STRATEGIC MANAGEMENT FOR SEED BUSINESS IN AFRICA

UNIVERSITY OF NAIROBI

13th July, 2015



Introduction

“In the global economic race, countries and companies that succeed are the ones with sustainable competitive advantage”.



Strategic Management

- The development and implementation of strategy to achieve corporate success
- The attainment of sustainable competitive advantage
- Adjusting to environmental change
- Ensuring value for money and efficiency



Strategic Management (Cont'd.)

- Learning to do the right things right and better
- Understanding and confronting constraints
- Managing stakeholders



The Process

- Strategic planning
- Strategic implementation



Strategic Planning

- Determining the results an organization intends to achieve in future and how it will achieve them.
 - Where are we now?
 - Where do we want to be?
 - How do we get there?



Strategic Planning

- Vision, Mission & Values
- Strategic Analysis
- Objectives
- Strategies



Strategy Implementation

- Putting strategy into action
- Producing results
- Introducing change in the organization



Strategy Implementation

- Implementing strategy is challenging
- A good strategic plan does not guarantee results: It has to be put into action
- Many excellent strategies fail when attempts to implement them are made



Strategy Implementation

- Institutionalizing the strategy
- Action planning
- Budgeting
- Monitoring and evaluation
 - * Performance contracting



THANK YOU

SEMINARS