MGMT455 Phase 1 IP

Task Type: Individual Project
Deliverable Length: 1200–1500 words
Points Possible: 100

Description:

There are a number of well-known strategic planning models. To bring your team up to speed on the evolution of strategic planning itself, write a white paper of 1200–1500 words, addressing the following specific models of strategic planning:

- Michael Porter's Five Forces
- Adrian Slywotzky's Value Migration
- W. Chan Kim and Renee Mauborgne's Blue Ocean Strategy

Using the Web resources provided and any others you find, make sure to address the following specific questions in your white paper:

1. The premise underlying each of the three models of strategic planning and the advantages each brings to the process
2. How to apply or implement strategic planning using each of the 3 methods
3. The pros and cons of each strategic planning method
4. Select one of the models and respond to the following questions:

o What methods could be used to ensure continuous process improvement in the organization from a production and operations management perspective?

o From a business finance/accounting perspective, how would you analyze the business and measure the effectiveness of your strategy so you can make the best decisions for the organization?

o How would you, as a leader, help the organizational structure and culture adapt to the changes that would result from this strategy (how would you empower teams, resolve conflicts, and motivate employees to support the changes from this strategy)?

o From a marketing perspective, what effect will the strategy have your marketing plan; product differentiation, positioning, life cycle, and portfolio; and internet/retail marketing to your customers?

o What human resource management changes will be necessary because of the strategy? Address each of the functions of HR including: staffing, training and development, performance management, compensation, and employee relations.

Please submit your assignment.