**Community Health Nursing Department Leadership and Management in Nursing**

**Strategic Management**

# Definitions of Strategic Management

1. “**Strategic management** can be defined as the art and science of formulating صياغة, implementing and evaluating cross-functional decisions that enable an organization to achieve its objectives.”
2. “An integrative management fields that combines analysis, formulation, and implementation in the quest for competitive advantage.”
3. “**Strategic management** includes understanding the strategic position of an organization, making strategic choices for the future and managing strategy in action.”
4. “**Strategic management** is defined as the process by which managers of the firm analyze the internal and external environments for the purpose of formulating strategies and allocating resources to develop a competitive advantage in an industry that allows for the successful achievement of organizational goals.”.

Strategic management consists of the analysis, decisions, and actions an organization undertakes in order to create and sustain competitive advantages. This definition captures two main elements that go to the heart of the field of strategic management.

**First**, the strategic management of an organization entails three ongoing processes: *analysis, decisions*, and *actions*. That is, strategic management is concerned with the *analysis* of strategic goals (vision, mission, and strategic objectives) along with the analysis of the internal and external environment of the organization. Next, leaders must make strategic decisions. These *decisions*, broadly speaking, address two basic

questions: What industries should we compete in? How should we compete in those industries? These questions also often involve an organization’s domestic as well as its international operations. And last are the *actions* that must be taken.

**Second**, the essence of strategic management is the study of why some firms outperform others. Thus, managers need to determine how a firm is to compete so that it can obtain advantages that are sustainable over a lengthy period of time.

# Levels of Strategic Management

The specificity of strategic management lies in the fact that it is formed at three levels:

* the level of the entire organization,
* the level of [strategic business units](http://mfiles.pl/en/index.php?title=Strategic_Business_Unit&action=edit&redlink=1) (SBU), with regard to sector of activity,
* at the functional level of the entire organization, as well as individual SBU.

Such an arrangement results in that the scope of strategic management varies according to individual organizations. Organization uses different management strategy and methods used for the analytical and diagnostic purposes.

Strategic management approach has two characteristics:

* + clearly stresses diagnostic phase (strategic analysis)
  + uses projection phase of the formulation of management strategies.

# Stages and Activities in the Strategic Management Process

* 1. Strategy formulation
     1. Conduct research
     2. Integrate intuition with analysis
     3. Make Decisions
  2. Strategy Implementation
     1. Establish annual objective
     2. Devise policies
     3. Allocate resources
  3. Strategy evaluation
     1. Review internal and external factors
     2. Measure performance
     3. Take corrective action