## Strategy and Leadership PV237

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# Strategy Market Strategies Analytic tools

## **Strategy and Leadership PV237**

### **MISSION**

Why are we here Lasting Purpose

### **VALUES**

What's important to us
Our culture

### **VISION**

Picture of what we want to be in the future

### **STRATEGY**

low do we get there/ Business model/ Competitive Advantage

### **BALANCED SCORECARD**

What do we measure

### **EXECUTION**

Change Management/ Top down cascaded SMART goals / Competencies/ Training/ Compensation

## Porter's Five Generic Competitive Strategies 1980

### Type of Competitive Advantage Being Pursued

**Lower Cost** Differentiation **Overall Low-Cost Broad** Leadership Differentiation Strategy Strategy section of Stuck in the Middle **Focused** Focused Low-Cost Differentiation Segment(or Strategy Strategy Market Niche

Cost and Differentiation Strategy are mutually exclusive

A Broad

Cross-

**Buyers** 

A Narrow

Buyer

**Market Target** 

## Porter's Five Generic Competitive Strategies 2007



**Lower Cost** Differentiation **Overall Low-Cost Broad** Leadership Differentiation Strategy Strategy **Best-Cost** Provider Strategy **Focused** Focused Low-Cost Differentiation Strategy Strategy

Hybrid Strategy needed due to highly volatile market conditions

A Broad

section of

Cross-

**Buyers** 

A Narrow

Segment(or

Market Niche

Buyer

**Market Target** 

### Value Discipline Strategies



Treacy and Wiersema (1993) The Discipline of Market Leaders

## The 4 Ps of Marketing Mix



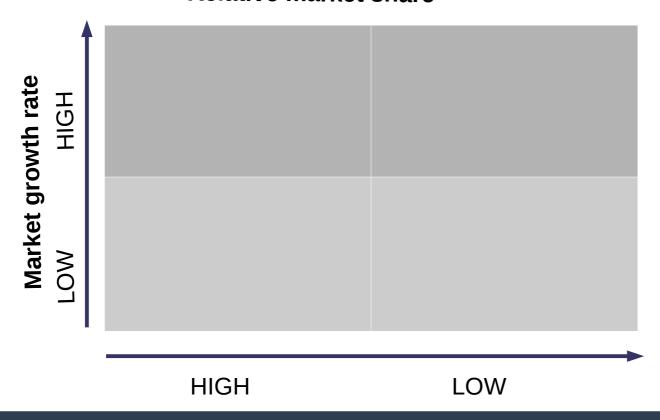
Based on "The Concept of the Marketing Mix" article by Neil Borden published in 1964

### **BCG Product Portfolio matrix**

 Work in pairs and deduct which picture goes to which quadrant











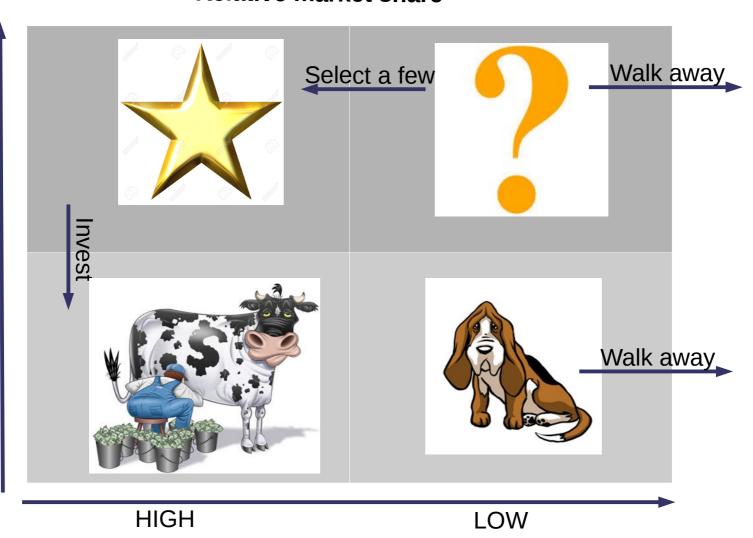
### **BCG Product Portfolio matrix**

Market growth rate

HIGH

 $\Gamma$ OW

### Relative market share



### **Values**

## Values - behavior standards that help set company culture

### **Exercise:**

Write down the ones that come to your mind – if it were your company, what would be important?

Put it together in groups, indicate number there where a particular value appeared repeatedly.

Put it on whiteboard as a group, create a wordle as homework – you will need it for final presentation

### **Values**



imagineself-discipline
Happiness Trust Making-a-difference
Cooperation CreativityRisk-taking
Independence Teamwork Friendship
Kindness Courage Perseverance
Openness Safety Courage Leadership
Intuition
Respectattitude Responsibility
Reliability Well-being
Power Listening
Recognition
Vision

## **Assignment**

- Deadline for the presentation is May 11.
- There will be two presentation slots: May 13 and May 20.
- Each team needs to present. All members need to be there for the team presentation