

Strategy and Leadership PV237

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Celebration! Be Company!!!

Dmytro



Maksym



Mikheil



<https://www.youtube.com/watch?v=04854XqcfCY>



Leadership

Think about someone you consider a leader

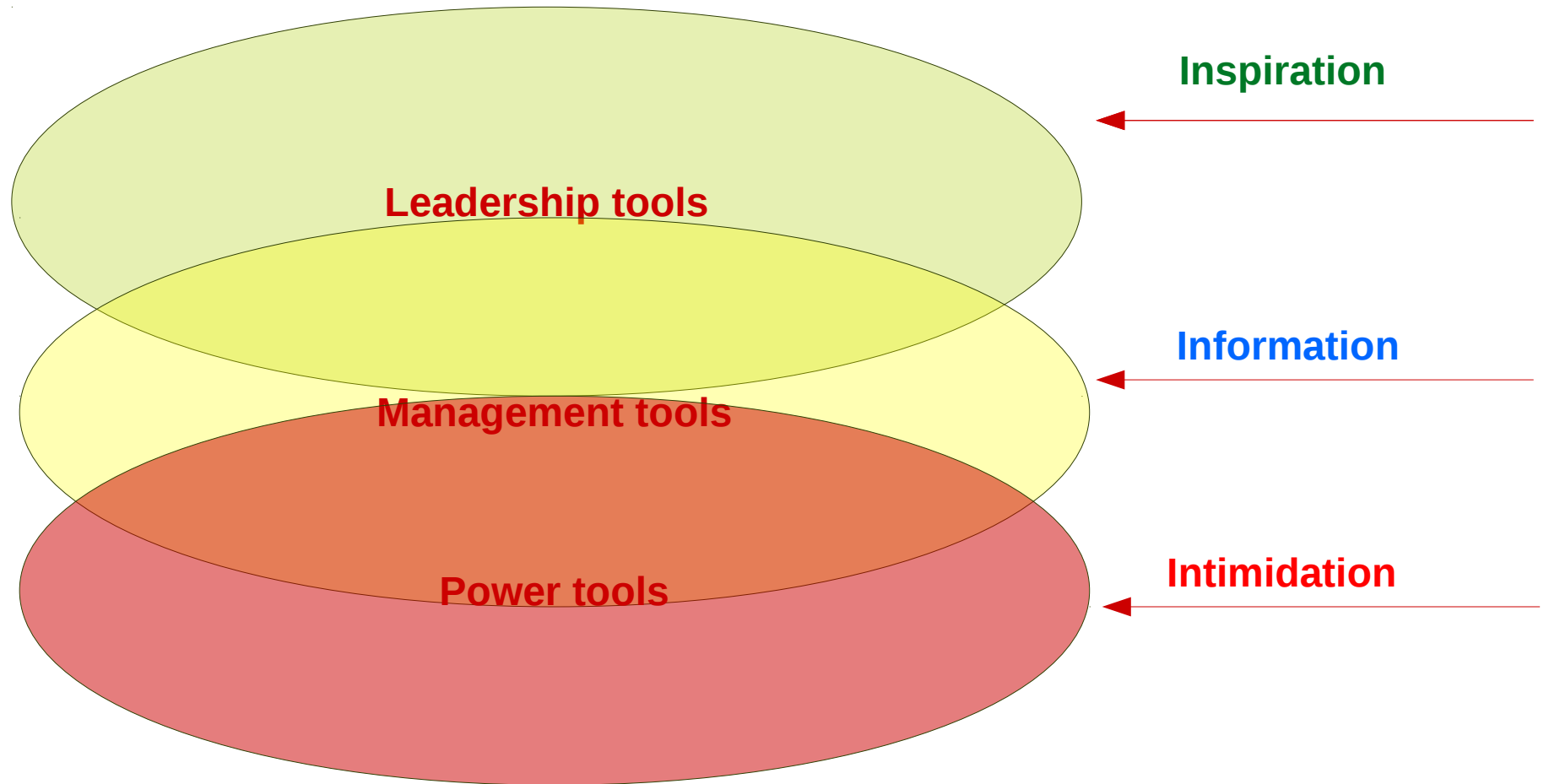
What personal characteristics do they have?
How do they behave/speak/act?

What makes a good leader?
Can this be learned?

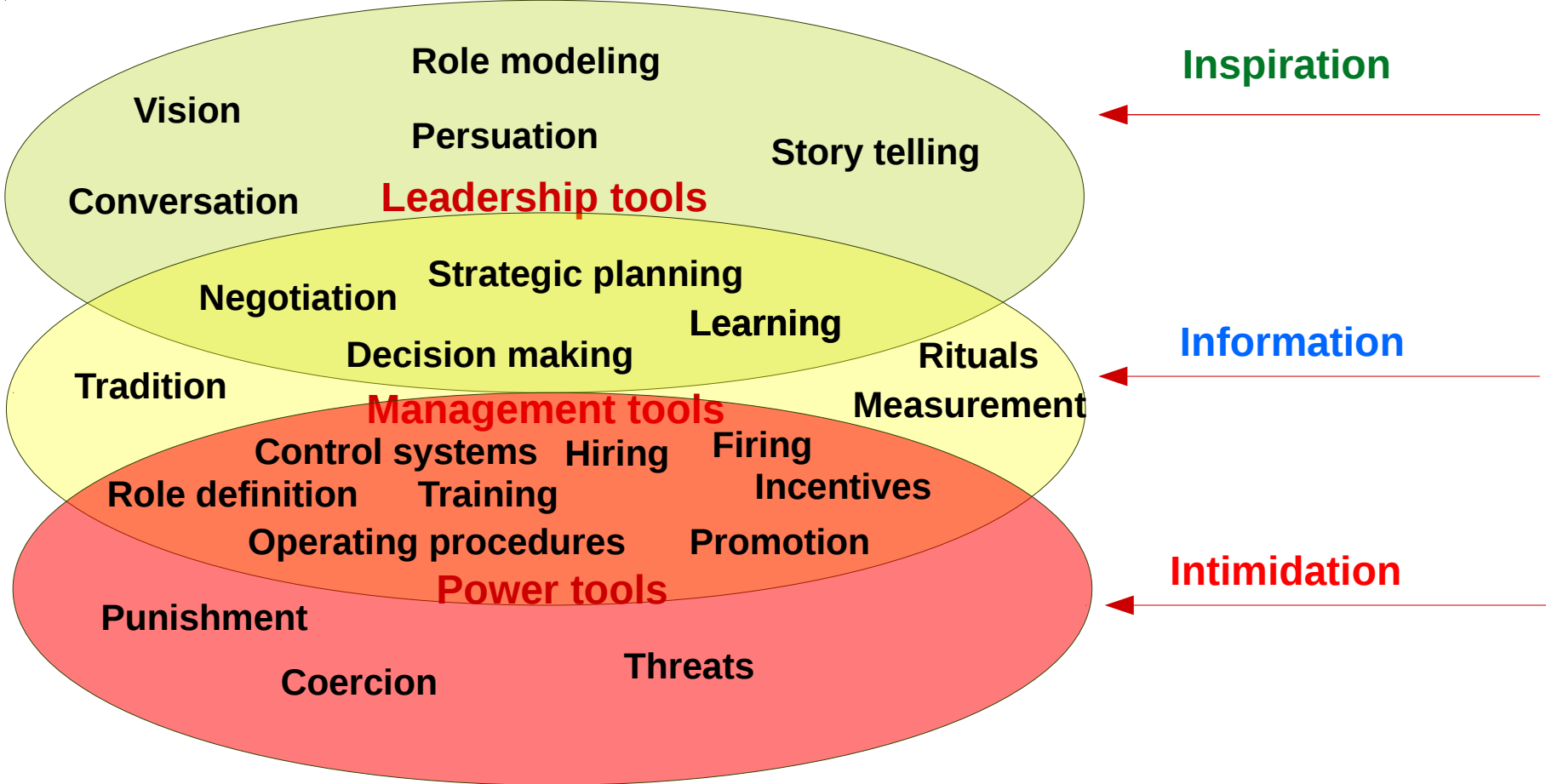
What other observations can you make about him/her?



Organizational tools for changing minds



Organizational tools for changing minds



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



Discussed ProductBoard's, Microsoft's, Red Hat's, your own ideas in the bluejeans virtual classroom



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Analytic Tools for Strategic Decisions



Porter's 5 Forces Competitive Positioning

Understanding the dynamics that shape how much profit potential exists within an industry is key to knowing how likely a particular firm is to succeed within the industry. There are five key forces that determine the profitability of a particular industry.



POTENTIAL ENTRANTS are firms that are not currently considered viable competitors in the industry but that may become viable competitors in the future. For example, Tesla Motors' production of electric vehicles poses a threat to displace the traditional powers in the auto industry, and Chinese auto makers are rumored to be eyeing the US market.



SUPPLIERS to the auto industry include firms such as Lear Corporation who produces auto interior systems.



INDUSTRY COMPETITORS in the auto industry include firms such as Ford, Chrysler, and GM.



BUYERS are those firms that buy directly from the industry such as automobile dealerships. Automakers also have to pay careful attention to end users, of course, such as individual drivers and rental car agencies.



SUBSTITUTES for the auto industry's products include bicycles and mass transit. Luckily for automakers competing in the US market, Americans are notoriously reluctant to embrace these substitutes.



Assignment

- Submit your leadership story nr.2
- Develop Mission and Vision statement for your company
- Create a wordle with Values for your company
- Prepare two slides with the above for your final presentation

