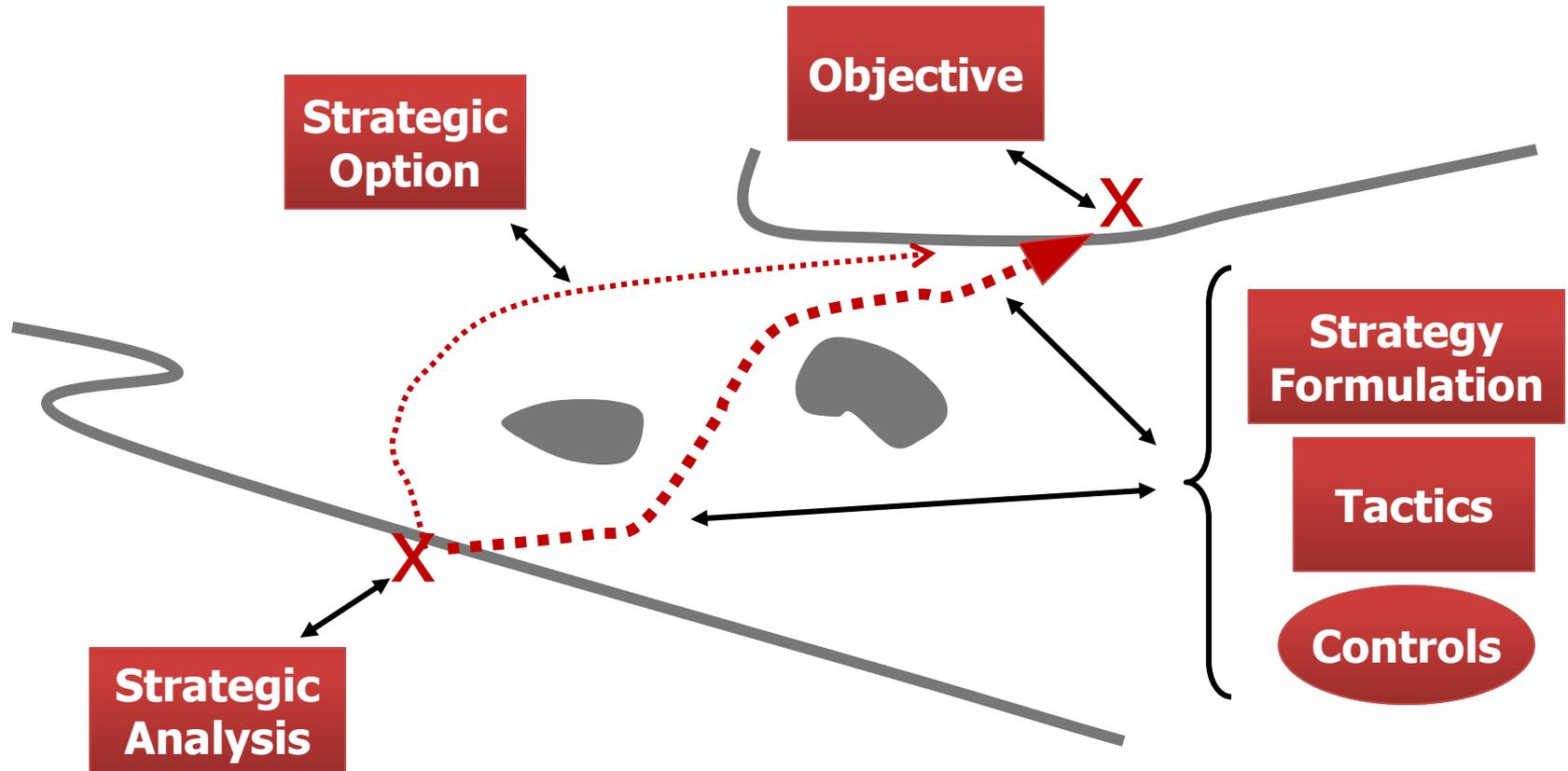


Risk management seminar

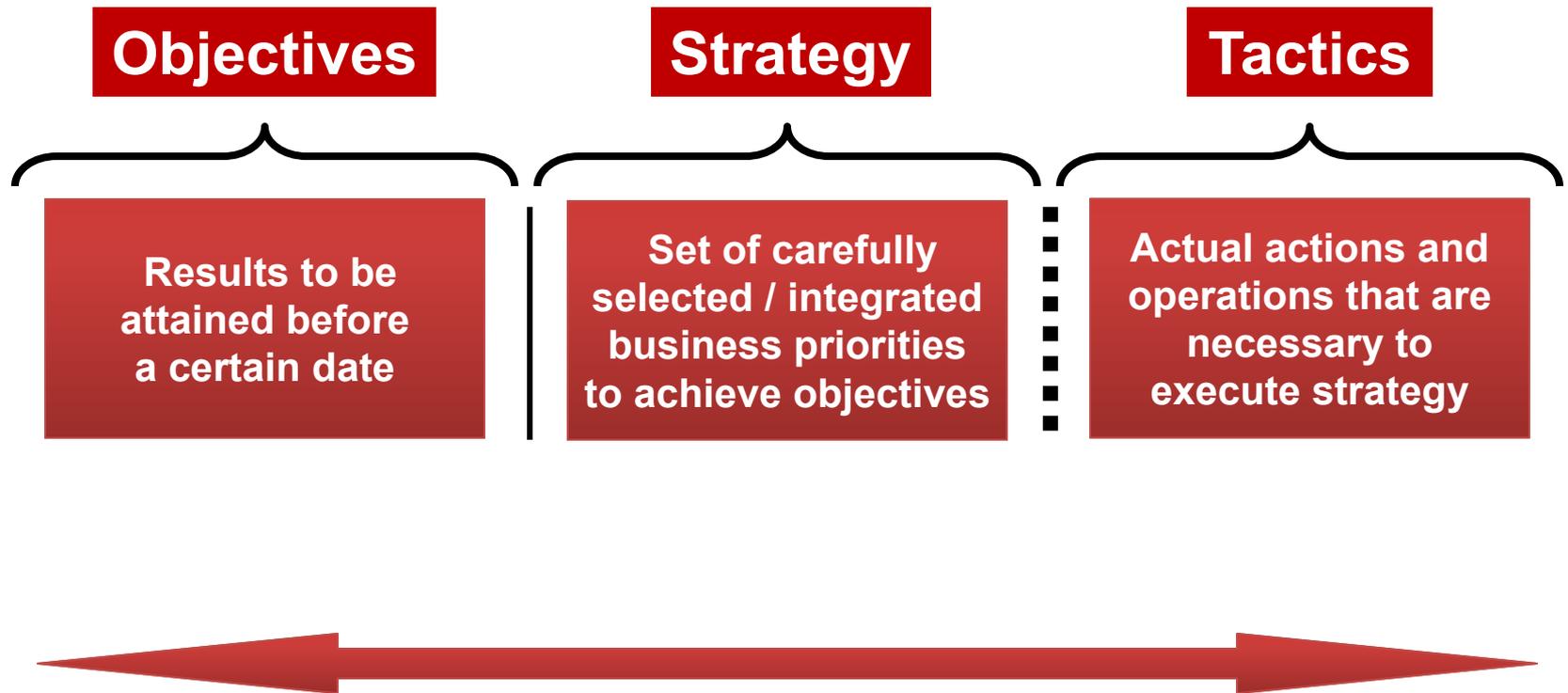
Part 2

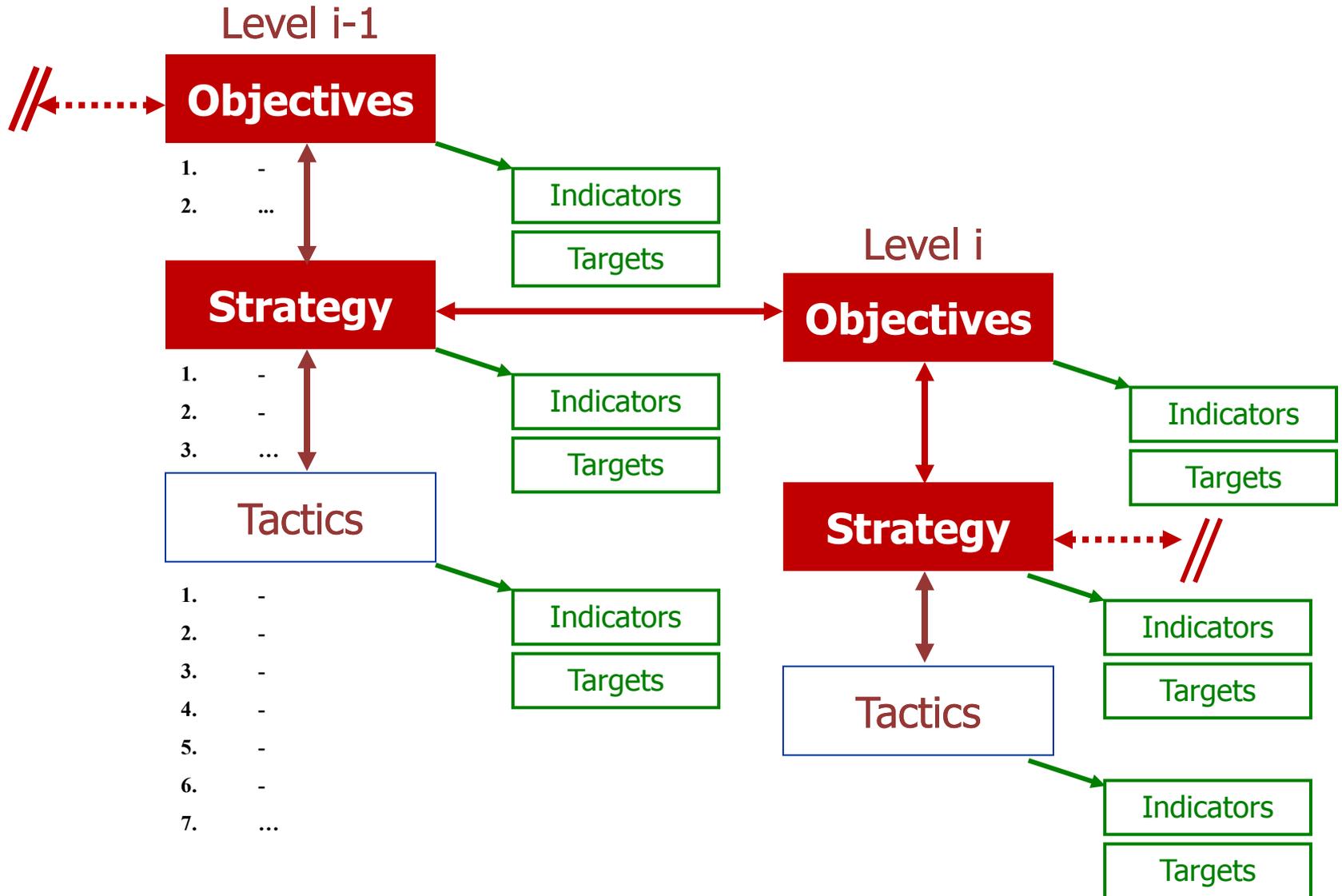
What is Strategy ?

A Voyage on the Ocean



- **Objective** :
To get from Copenhagen to Helsingborg as fast as possible and as cheaply as possible
- **Strategic Analysis**
Departure point / Prices / Weather conditions / Sea conditions / Traffic conditions / Departure times / Duration of journey
- **Allocated Resources**
Business Expenses
- **Strategic Options** :
Bus? Rental car? Taxi? Helicopter shuttle? Boat?
- **Strategy** :
Take the helicopter shuttle
- **Tactics** :
Choose departure time / Prepare luggage / Buy ticket / Take ear plugs / Board the helicopter / Fasten seat belt





First level of strategy

Corporate strategy

Second level of strategy

Funkcional strategy –

IT strategy,
production strategy
marketing strategy
financial strategy
HR strategy