

Paper –Strategic Management

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TOPIC- STRATEGIC INTENT

Introduction

Strategic Intent is a process that helps the management team to understand where they want to go and how to arrange their priorities so as to achieve the organisational goals. It consists of a mission statement and a vision statement. A Mission Statement defines the company's business, its objectives and its approach to attain the objectives. A Vision Statement describes the desired future position of the organisation. An organisation should keep in mind all the long-term objectives while creating a sense of vision. Objectives are the goals that need to be achieved for the prosperity of a business. The business objectives include social, economic and national objectives.

CONCEPT OF STRATEGIC INTENT

According to Hamel and Prahalad, "Strategic intent envisions a desired leadership position, which is more than an unfettered ambition, involving an active management process". Strategic intent is a company's vision on what it wants to achieve in the long-term. Strategic intent is a process that helps the management team to understand where they want to go and how to arrange their priorities so as to achieve the organisational goals.

Strategic intent allows managers to keep the future goals into consideration while dealing with the present issues. We can also define strategic intent as the desired future state of an organisation that envisions the main activities, intentions, and the position that the organisation desires to attain in the industry. Planning should be done keeping in mind the future implications.

Strategic Intent as a process of facilitation creates different attributes such as direction discovery and destiny that helps an organisation become more focused and productive. The extent of strategic intent process depends on the current state of the business. The process includes many questionnaires such as 'Are there any kind of mission statement and vision statement? Are the values or objectives of the organisation clearly defined? The strategic intent process starts with the initial assessment. Here, the principal members of the management team, and some staff take the major decisions regarding the steps to be taken to meet the needs of the business. This is the starting point for strategic intent. Based on the findings of this initial assessment, an agenda is adopted to fulfill the needs of the client.