



**UNIVERSITAS KOMPUTER
INDONESIA**



Case study

[Bez] Chap 5

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STRATEGY TECHNIQUE



Use strategy theory to create a strategic management capability as a core competence:

- Establish a strategic process
- Train personnel in strategic thinking
- Fit strategic planning into annual budget planning
- Implement strategic change

CASE STUDIES



- Steve Jobs' First Exercise in Strategy: Apple Computer
- Steve Jobs' Second Exercise in Strategy: PIXAR

Reference: [Bez] Chap 5

Three Aspect In strategy



1. Strategy component ideas. The ideas of any strategic plan are built upon *strategic issues explored in the planning scenario (about changes in economy, territory, government, and culture)* and *upon issues explored in the strategic business model (about changes in markets, competition, operations, information)*.
2. Strategy process. The strategy process emphasizes *vertical interactions of top-down and bottom-up perspectives and horizontal interactions of forming a strategic vision and then a strategic plan*.
3. Strategy implementation. After a strategic plan is formulated from a strategic vision, then it needs to be *implemented as operational plans of strategic pathways*.