



**STRATEGIC MANAGEMENT INSIGHT – JSM SYNERGY**

# **STRATEGIC MANAGEMENT MODEL**

**BLOG GRC-STRATEGY**  
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**01 SEPTEMBER 2025**

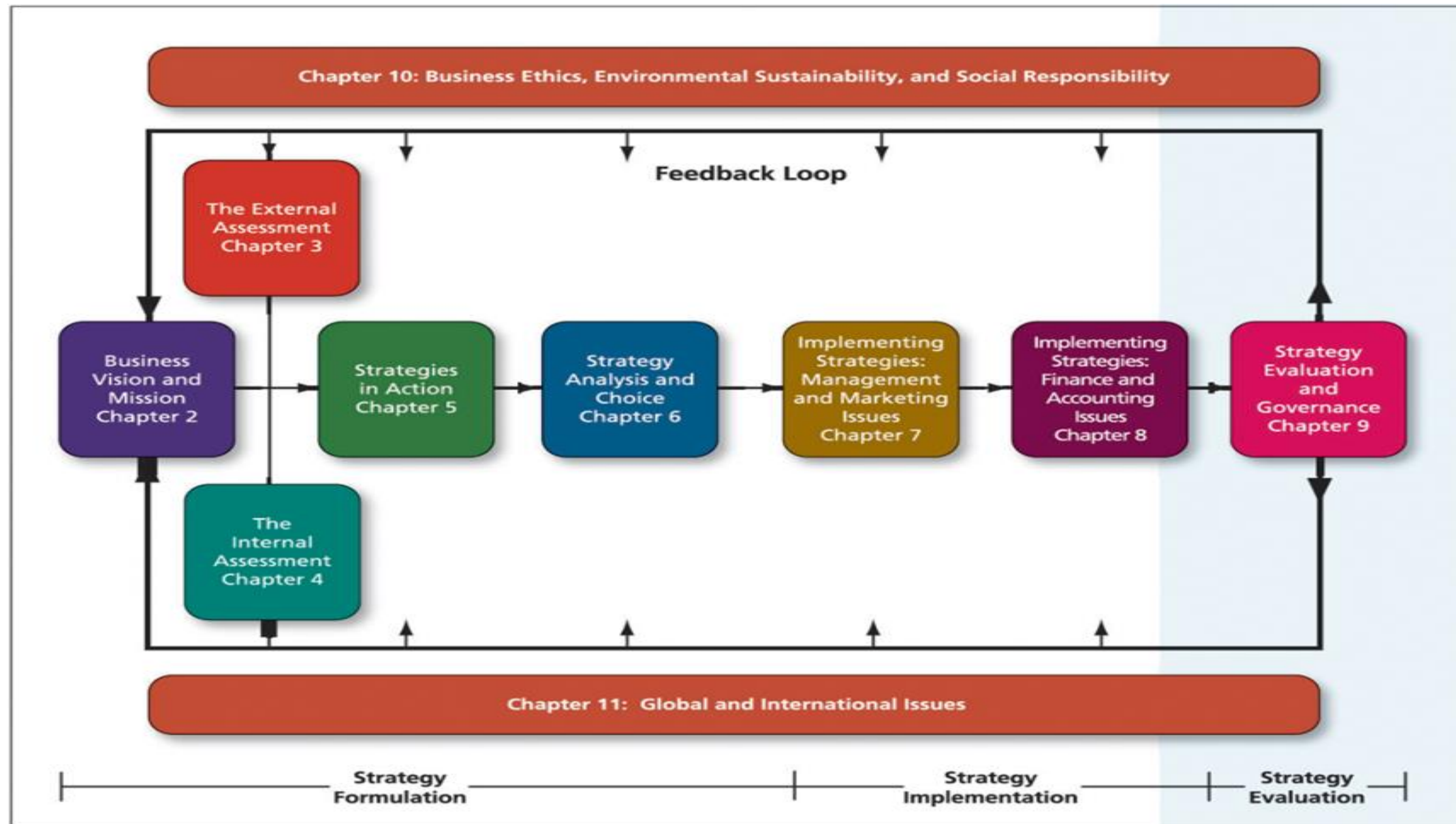
# DEFINING STRATEGIC MANAGEMENT

**Fred David, Forest David, Meredith David (2020)**

**Strategic Management** is the art and science of formulating, implementing, and evaluating cross-functional decisions that enable an organization to achieve its objective

# THE STRATEGIC MANAGEMENT MODEL

Fred David, Forest David, Meredith David (2020)



# DEFINING STRATEGIC MANAGEMENT

Wheelen, Hunger, Hoffman, Bamford (2018)

**Strategic Management** is a set of managerial decisions and action that help determine the long-term performance of an organization. It includes Environmental Scanning (both external and internal), Strategy Formulation (strategic or long-range planning), Strategy Implementation, and Evaluation and Control.

Originally called Business Policy.

# DEFINING STRATEGIC MANAGEMENT

Wheelen, Hunger, Hoffman, Bamford (2018)

## Phases of Strategic Management:

**Phase 1 – Basic Financial Planning**

**Phase 2 – Forecast-Based Planning**

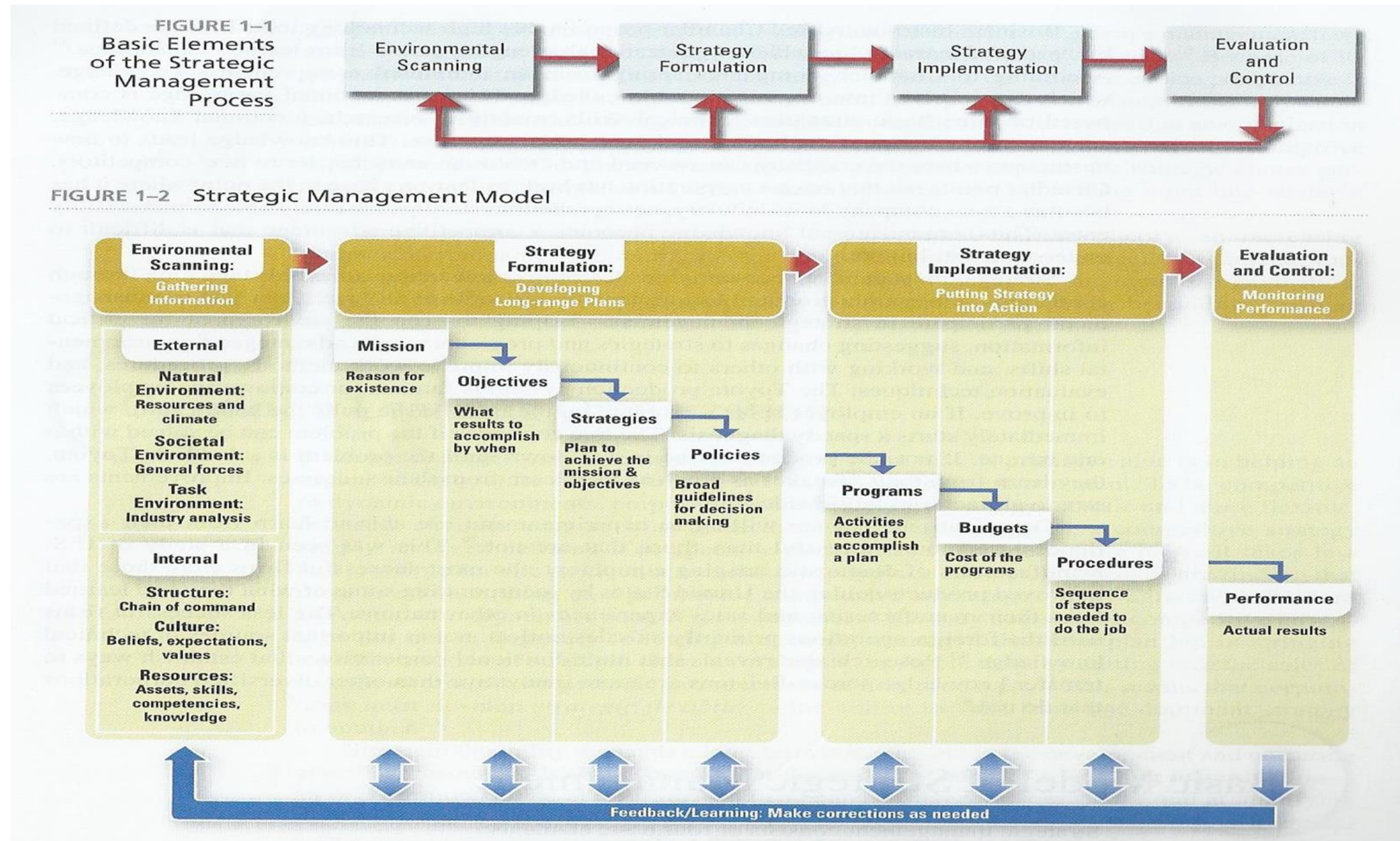
**Phase 3 – Externally Oriented (Strategic) Planning**

**Phase 4 – Strategic Management**



# Strategic Management Model

## Wheelen, Hunger, Hoffman & Bamford (2018)



# DEFINING STRATEGIC MANAGEMENT

**Thompson, Peteraf, Gamble, Strickland (2020)**

**A company's strategy is the set of coordinated actions that its managers take in order to outperform the company's competitors and achieve superior profitability**

**Strategy Is about Competing Differently**

# DEFINING STRATEGIC MANAGEMENT

Thompson, Peteraf, Gamble, Strickland (2020)

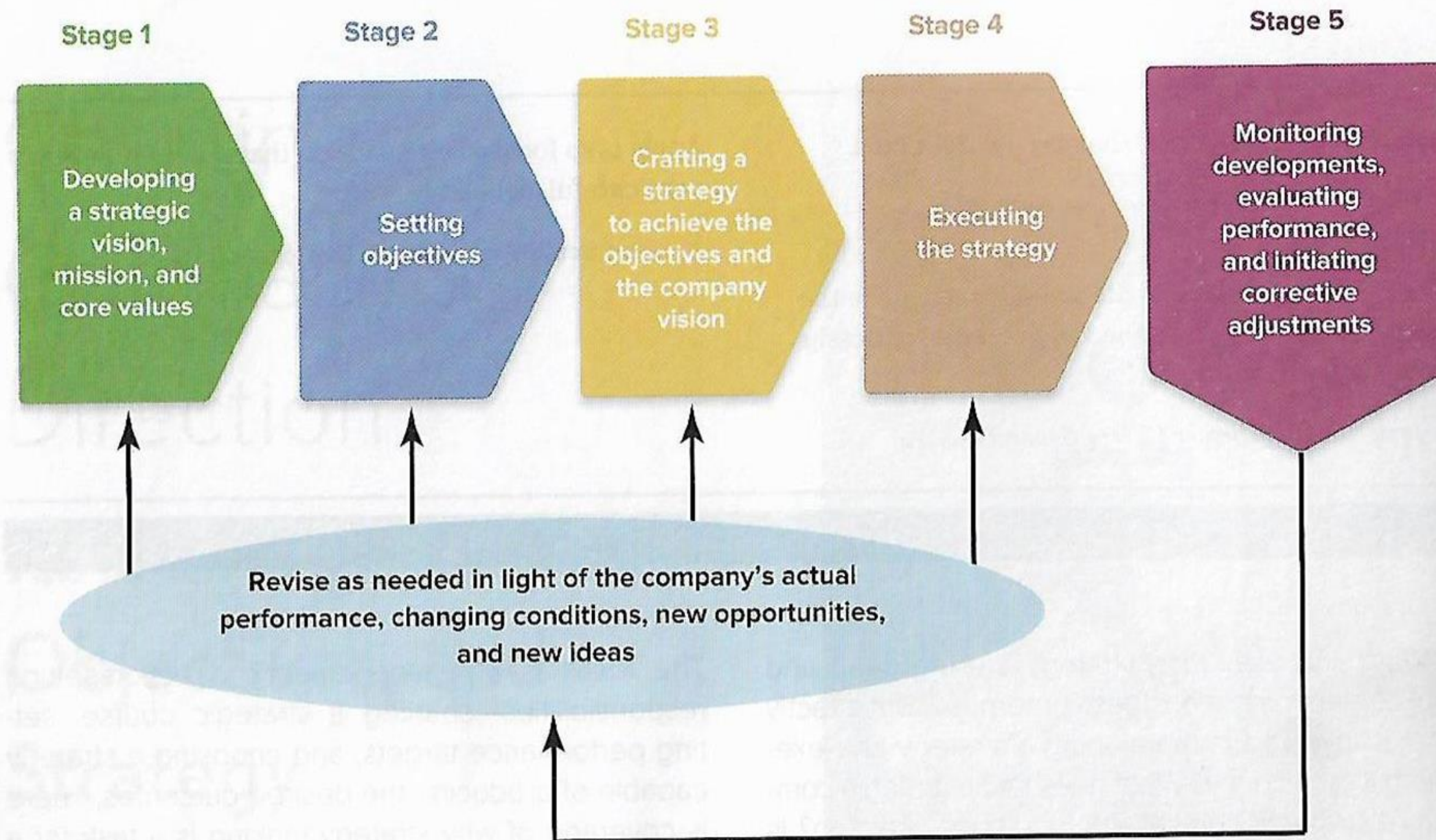
**Crafting and Executing a Company's Strategy** is ongoing process that consists of five interrelated stages:  
(1) Developing a Strategic Vision, (2) Setting Objectives,  
(3) Crafting a Strategy, (4) Executing the Chosen Strategy,  
and (5) Monitoring Developments, Evaluating Performance,  
and Initiating Corrective Adjustments.



# The Strategy-Making, Strategy-Executing Process

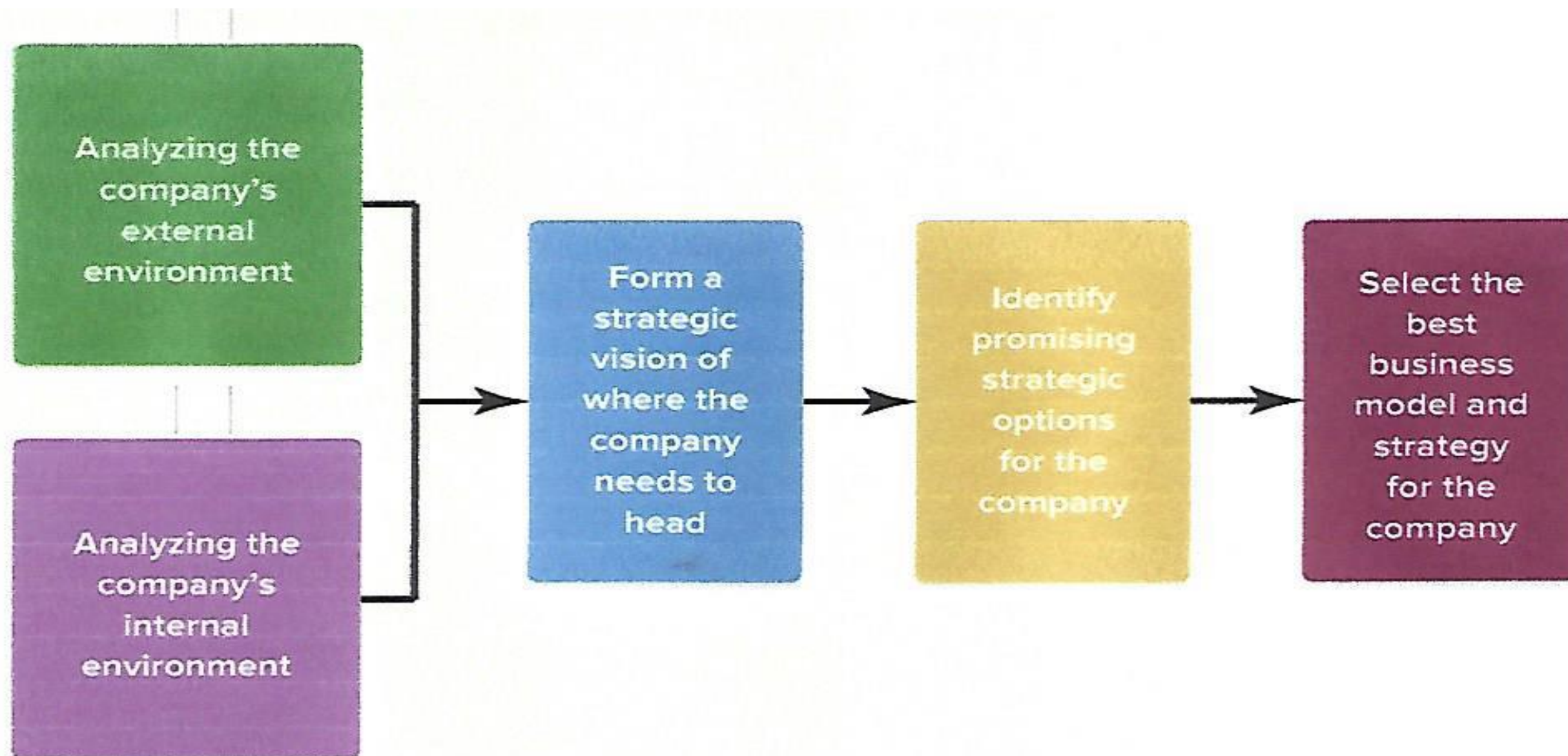
## Thompson, Peteraf, Gamble, Strickland (2022)

**FIGURE 2.1** The Strategy-Making, Strategy-Executing Process



# From Analysing the Company's Situation to Choosing a Strategy

Thompson, Peteraf, Gamble, Strickland (2022)







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**TERIMA KASIH**