**Different Strategic Management Models**

**Introduction**

Strategic management models help identify and achieve company objectives. Incorporate a strategic management model utilizing a four-step process of environmental scanning, strategy formulation, strategy implementation and strategy evaluation. Companies generally select a strategic management model and modify it to best accommodate the organization. Likewise, some companies also use a unique combination of multiple strategic management models to yield an appropriate model fitting its needs.

## Goal-based

Determine your company’s mission statement by articulating the basic reasons your company exists. Identify your vision statement, meaning what and where you want your company to be in the future. Select goals that will effectively meet those mission and vision statements. Decide strategies for achieving each goal and action plans to realize those strategies. Assemble mission, vision, goals, strategies and action plans into a strategic management model to implement. Monitor and evaluate proper implementation.

## Issues-based

For companies with several major issues, such as those that have limited resources or those that have had past failures with strategic management, an issues-based model can be ideal. Initially, this calls for documentation of the major issues facing the company. Determine strategies to address and correct each issue and any reasonable approaches to take. Compile these into a strategic management model for enactment. Lastly, monitor implementation and follow-up with alterations as needed.

## Alignment

Use an alignment model to evaluate, assess and correct trouble areas in efficiency or different internal competence complications. It is utilized to successfully align the company’s resources and organizational objectives for effective operations. Determine the organization’s mission, resources, objectives and programs. Identify areas that are successful and those that may need modifications. Decide what and how to make these adjustments and assemble these actions into a strategic management model.

## Self-organizing or Organic

This model focuses less on methodology and strategy, and more on learning. It is based on a holistic view of the organization as an organism, rather than a machine. It often includes considerable dialogue and storyboarding practices. Begin with identifying and assessing the organizational culture and vision. Compile these into a strategic management model for your organization. Periodically review and evaluate methods for achieving vision statement.

## Scenario

Employ this method to identify and apply proactive strategies for environmental or other external changes that affect your company. Determine external factors that could require company objective alterations, such as legislative or regulatory enactments or client demographic variations. Define three strategies to apply for each change. For example, range strategies to meet best case to worse case scenarios of each external influence. Isolate action plans to accomplish each strategy that best responds to the most probable external changes.