



CLASS NOTES BY NEERAJ ARORA

FOR CA INTER AND CA FINAL CLASSES VISIT WWW.EDU91.ORG



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Strategic Intent

philosophical base

Strategic intent

Structure
or
Plan
or
Basis
or
outline

- what org strive for
- why we want to do it? — Kyun Razna chahate Hai
- Framework → Determined Direction → to Achieve objectives
- Form — Vision / Mission — Broad terms
- Precise terms — Goals / objectives
- Components — Vision
Mission
Goals and objectives
Values

Vision

- Blueprint → Future Position.
- | | |
|------------------------------|------------------|
| <u>T</u> — <u>Technology</u> | } — <u>Focus</u> |
| <u>C</u> — <u>Customer</u> | |
| <u>M</u> — <u>Market</u> | |
| <u>P</u> — <u>Product</u> | |
- Mgt Aspiration for Business in future
- Describes — where we want to go.
- Helps the organisation and personnel of organisation to work in a particular direction

Edu91: Empowering CA aspirants through innovative, technology-driven learning solutions that inspire success and community engagement



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Essentials of a strategic vision

How to formulate a Good vision statement

• Think Creatively

• Intelligent Entrepreneurship

• Create Enthusiasm (Motivation, inspiration)

• Give Direction