📊 12 Core Characteristics of Strategic Management

#	Characteristic	Description
1	**Top Management Driven**	Strategic decisions are led by senior leaders who set the vision and allocate major resources.
2	**Future-Oriented and Long-Term Focus**	Focuses on where the company wants to be in 3–5+ years, not just today.
3	**Goal-Oriented**	All strategy is built around achieving clear, measurable objectives.
4	**Dynamic and Continuous**	Strategy evolves regularly based on internal and external changes.
5	**Seeks Environmental Fit**	Aligns internal strengths with external opportunities and threats.
6	**Involves Significant Resource Allocation**	Strategy drives where time, money, and talent go.
7	**Operates at Multiple Levels**	Exists at corporate, business, and functional levels.
8	**Multidisciplinary and Integrative**	Draws from all business areas—finance, HR, marketing, etc.
9	**Focused on Overall Organizational Performance**	Aims to boost long-term effectiveness, not just short wins.
10	**Proactive (and Sometimes Reactive)**	Anticipates change but also responds to unexpected events.
11	**Deals with Uncertainty and Complexity**	Decisions must be made under ambiguous, changing conditions.
12	**Impacts the Entire Organization's Welfare**	Strategic choices affect the whole company and its stakeholders.