What is Strategic Management?

At its heart, strategic management is the ongoing process of setting goals, figuring out how to achieve them, and allocating the resources needed to make it happen. It's about making smart choices today to secure a better future for the organization.

It typically involves three main stages:

Strategy Formulation
Deciding what to do (analyzing the environment, setting objectıes).

Strategy Implementation
Making it happen (how to do it, executing the plan).

Strategy Evaluation
Checking progress and making adjustments (monitoring results).