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Post 1

Rissetto has presented information concerning business strategy and its importance in business. The strategic process will involve developing a tactical vision, creating objectives, and making the strategy, which will then be implemented and executed by assessing and examining its external environment and internal performance. The advantage of strategic thinking is that a plan is developed based on its objectives. The disadvantage is that there may be existing conflicts in the company concerning how the small business should move forward. In this case, John Whitmore's decision model is presented, and it argues that the company is too focused on the final solution of the strategy. No watermark from start to finish will be noted and accomplished; therefore, if there is a too unreachable and challenging goal, the motivation will be unattainable.

I agree that a strategy is an essential element in every organization and small business enterprises. The more individuals invest their time developing achievable strategy, the more comfortable they become successful in attaining their goals and improving their revenues. The process of setting the strategy is essential and requires determination from the managers and operational officials. I accede that the strategy is a long-term plan developed to attain its desired future visions. According to Mathis et al. (2015), an approach comprises the objectives, target customers and market, and product or service type. The John Whitmore model is vital in ensuring the company splits its targets into sections; for example, if they want to attain a certain number of sales in a year, they should have monthly target goals (Krogerus & Tschäppeler, 2012).

References

Mathis, R. L., Jackson, J. H., & Valentine, S. R. (2015). *Human resource management: Essential perspectives*. Cengage Learning.

Krogerus, M., & Tschäppeler, R. (2012). *The decision book: 50 models for strategic thinking*. WW Norton & Company.

Post 2

The organizational strategy provides the direction to which the company should move. Therefore, for organizations to remain competitive, they need to have a good plan. The first process of developing the organization's strategy is through setting the mission, core values, and vision. These elements will play a role in providing direction to the organization as well as setting the culture. Culture is essential in ensuring the strategies are achieved. Another process is developing the objectives, and this will require both long-term and short-term goals. One key advantage of having a good plan is to differentiate the company from its competitors. It will have its direction to take and the goals aimed to be achieved after a specific period. Three models are stated with the SWOT analysis presenting the information needed when making decisions such as strengths, opportunities, weaknesses, and threats. Another model is the Pareto analysis, which uses the 80/20 rule, arguing that 80% of the problems and outputs are generated by 20% of inputs. This will provide a chance to make decisions while focusing on what affects the business. Finally, the Rumsfeld Matrix is an essential tool for evaluating risks hence vital for decision making.

The company's strategy is critical as it provides an organization with a direction where it is going and allows them to plan for the future. The guide is essential as it will ensure all employees are at par in achieving their goals. I agree with Michalski that the process of making

the strategy must involve objectives. According to Mathis et al. (2015), it is critical to guarantee that the plan aligns with the organization's goals, target market, and business type. I concur that having a sound strategy can help a person conquer the competitors. Taking time to make the plan will ensure it is authenticated and verified for correctness; hence the decisions will be based on comprehensive facts. I believe in the decision models because individuals need to perform analysis and make the right investment decisions, such as where money will be spent (Krogerus & Tschäppeler, 2012). This will aid in giving direction on development arrangement and make revenues that will provide more earnings.

References

- Mathis, R. L., Jackson, J. H., & Valentine, S. R. (2015). *Human resource management: Essential perspectives*. Cengage Learning.
- Krogerus, M., & Tschäppeler, R. (2012). *The decision book: 50 models for strategic thinking*. WW Norton & Company.

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