

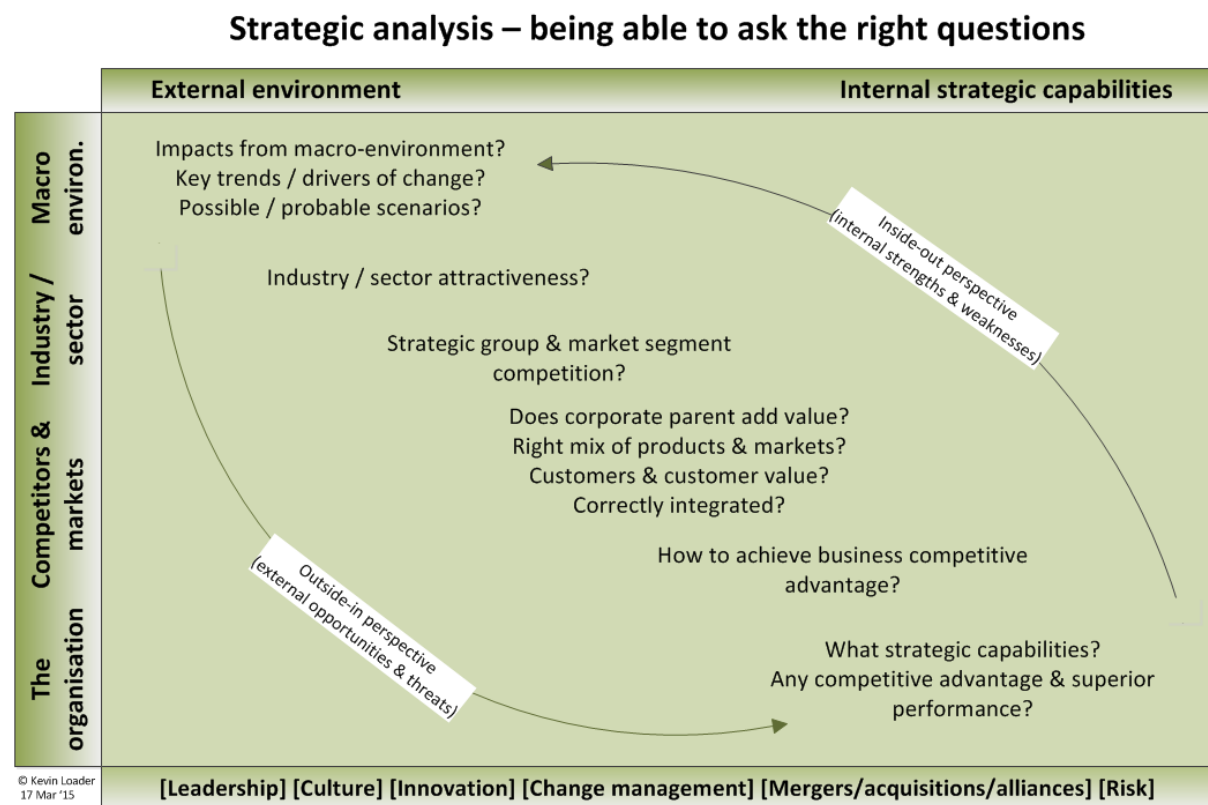
Strategic analysis – being able to ask the right questions

Strategy and strategic analysis can be full of buzz words, so on this section of the website there are a few diagrams to help simplify the art. Hope that they help generate some good discussion. If you have any questions please send an email using the "ask a question" form.

If:

- Strategy is "the long term direction of an organisation" (Gerry Johnson, strategy expert and author), and
- Strategic analysis involves using a range of diagnostic tools to better understand an organisation's external and internal environments so that the optimal strategy can be formulated, then the diagram below lists some ideas for you to begin thinking about.

How does your firm fit with the world both in and outside its' own boundaries?



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