
STRATEGY, POLICY AND BUSINESS INTELLIGENCE

**INSTITUTIONAL, SITUATIONAL AND STRATEGIC ANALYSIS
IMPLEMENTATION PLAN AND MATRIX
MONITORING, EVALUATION AND REPORTING**

POLICY FORMULATION

STRATEGIC PLANNING

OPTIMIZE AND EXCELL

STRATEGY FORMULATION

Strategy is a means by which favourable business outcomes are realised.

Corporate strategy is a carefully thought out mix of policy measures and action steps designed to surmount and overcome high stakes challenges that threaten business growth and prosperity.

Excelling organisation are now keen on adopting a more fluid and opportunistic approach to strategy formulation by focusing on their competitive advantages and keeping a keen eye on the risk factors that are out of their control in the business environment they are operating in.

Developing a Master Strategy



STRATEGY FRAMEWORK

STRATEGY FORMULATION PROCESS .

I. THE FUNDAMENTALS OF CORPORATE STRATEGY

- Introduction and Institutional Analysis
- Sector Analysis.
- Evaluation of Past Performance vs industry average
- Environmental Scan
- PESTEL and SWOT Analysis ,
- Stakeholder Analysis

II. STRATEGIC ANALYSIS

- Strategic Themes
- Strategic Objectives
- Strategies and Internal control



STRATEGY FORMULATION PROCESS

III. IMPLEMENTATION PLAN

- Expected operating environment / Planning Assumptions.
- Methodology of Developing the Implementation Plan
- Organization of the Implementation Plan
- Governance in practice, strategy for implementation

IV. IMPLEMENTATION STRUCTURE AND CAPACITY

- Implementation Structure
- Implementation Capacity
- Resource Mobilization Strategies
- Developing a suitable implementation programme to prevent, detect and control risk

V. MONITORING, EVALUATION AND REPORTING

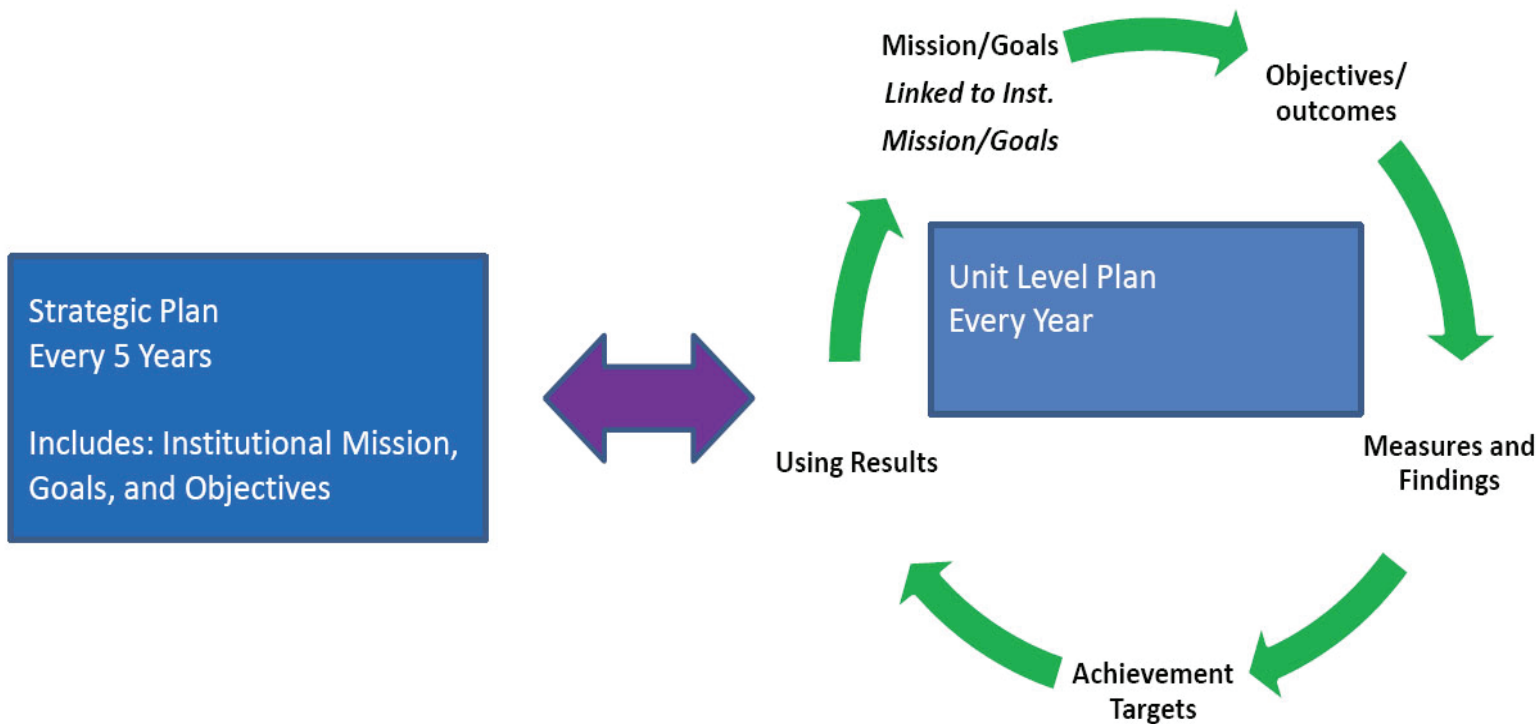
- Objectives of Monitoring , Evaluation and Reporting
- Monitoring , Evaluation and Reporting Framework
- Key Performance Indicators
- Accountability and Risk
- Mitigation, Monitoring and Reporting of Risks

CONSULTANCY SERVICE IDEAL FOR:

- **Public sector organisations,**
 - **Private Sector Organisations**
 - **County Governments**
 - **Constituencies**
- and Start - ups**

Flow Chart of the Strategy Framework

The strategy formulation process analyses past performance based on the operating environments both internal and external impacts and identifies Strengths, weaknesses Opportunity and Threats as well as the stakeholders rights and obligations.



Situational analysis culminates in the identification of Strategic Themes that are essential ingredients in effective execution of the organisations mandate during the plan period.

Strategic Themes are numerous, however Key Themes Include:

1. Transformational Research, Technology and Innovation.
2. Operational Excellence and Performance Index
3. Financial Sustainability
4. Organizational Capacity



At Optimize Africa, when formulating a strategic plan, goal setting is key. By studying the organisations and internalizing its vision and mission statement, we carry out detailed targeted research and draw up step-by-step road map to attaining the goals set out .

At Optimize Africa strategy formulation is about,

1. Diagnosing the challenges and pressure points
2. Consolidating the organisations strenght and competitive advantage
3. Strategy is about insights and having a proximate objective that is feasible and reasonable
4. Focus is at the heart of Strategy at Optimize Africa and ensures clarity of purpose in attaining the goal.

We best describe our focus as demonstrated below.





**Our client include: Private Companies, Parastatals
County Governments and Constituencies in East Africa**

CONTACTS:

Mr. Peter Stephen Mambo
Management Solution Center

OPTIMIZE AFRICA

Email: mambo@optimizeafrica.com

WWW.OPTIMIZEAFRICA.COM

Mobile: 0723 852 295



OPTIMIZE AND EXCEL