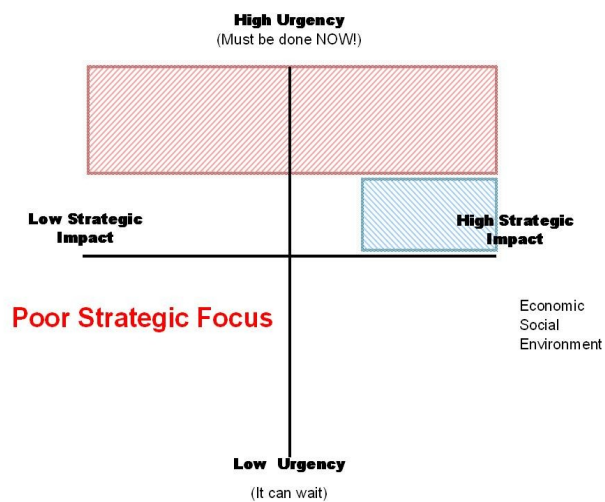


Strategic Focus – Strategic Vision

Organisations often have difficulty distinguishing between operational and strategic issues, with many making the error of mistaking the short term and urgent for issues of strategic concern. While the short term and urgent matters of day to day business can be important, they are seldom strategic and organisations will often pursue them blindly while ignoring the truly significant economic, social and environmental issues of major strategic importance.



If an organisation has a strong vision of where it wants to be and what it wants to look like in 5, 10 or 20 years time and what it has to do to get there, then they can start making the first steps in the right direction today. Without that collaborative shared vision, you can't even make a start.

One of the first steps in this change management process is to learn how to decrease the ineffective “red zone” operational activity and increase effective “blue zone” strategic activity you engage in on a day to day basis. Once everyone has a good idea of what is and what is not a strategic goal, you can then learn how to minimise short term “fire fighting” management practices and how to spend more time dealing with actions that will achieve your longer term goals.

