

<b>Business strategy for the aspiring project professional, 30 September 2020</b>	
<b>Question Asked</b>	<b>Answer Given</b>
How do you integrate effectively enviro and social impacts of corporate activities into the strategy to ensure that it is critical to the organisation. TKS	As I said at the end, building enviro and social impacts into how your business operates may not lead to a competitive advantage - it may well be a necessary precondition to surviving, but not thriving. The question is "are enviro and social impacts an emerging trend which we can take advantage of to build a competitive advantage?" The answer and "how to" will depend on the business.
Do you think Ikea is now under threat from online flat pack companies using drop shipping as dhopping habits are changing? - you heard it hear first!	Web-shopping has been around for some time now and doesn't seem to have changed IKEAs basic model. That's not say IKEA won't respond by, for example, allowing online orders and pick-up which - having just checked their website - they do. That still gives them lots of other advantages: brand, design and manufacturing 'know-how' from years of experience, supply chain logistics, economies of scale, range as well as going to the store to 'feel' the furniture before ordering on-line.
Hello, great presentation, thanks! My question: Have you seen examples of organisations "democratising" strategy? As in, not only making it a thing of upper management with a top down approach?	As I said at the end (referring back to my Disclaimer), I am just someone who has read a fair amount on this and trying to make sense of all the writing, so I don't have the hands-on experience to answer this.
This is great information for developing a business case also.	Not in my understanding as a Business Case is for a project. However, that Business Case should absolutely be aligned with the Business Strategy.
What effect do you think the CV19 virus will have on all companies with regard to branding standard	Those that have acted honourably and responsibly will enhance their brand and vice versa. Whether that leads to competitive advantage is another thing.

<p>Is all this talk really in the realm of Directors? It seems to me if you master these skills you would be at director level as its all about increasing business opportunities.</p>	<p>It's traditionally in the realm of senior management/corporate headquarters. If you have and can demonstrate an aptitude for this sort of thinking, you would probably rise up fast/migrate to HO soon.</p>
<p>What advice would you give to the likes of Ford and others, with Tesla cars (investing in solar and battery + Motor technology) being years ahead of the car market and the gas engine becoming a dying creature? Many have said if the well-known car developer doesn't start to develop battery and electric car technology they will cease to exist.</p>	<p>You are right that Tesla is several year's ahead in the technology, and I agree that gas will become a dying creature. However over the next year you will see a much wider range of non-Tesla electric cars being introduced. The advantage the other companies have is a long history and 'know-how' of mass production which will probably be cheaper than Tesla cars for the equivalent cars and less prone to defects and poor quality - which Tesla rank poorly on. So at the moment it could be argued that it is the worried/virtue signalling wealthy who are purchasing Teslas. When electric cars are truly competitive in cost (especially capital cost which they should be as they have less moving parts), I would expect other manufacturers to do well.</p>
<p>Love Richard Rumelt: 3 keys to a good strategy</p>	<p>I agree: read the book, listened to the book twice on Audible</p>
<p>Problem Identified - Guiding Policy - Coherent Actions</p>	<p>That's the Kernel of a good strategy!</p>