The Advantages of Strategic Intent Thinking

Strategic intent thinking is analysis for developing efficient action plans to achieve the desired vision. It incorporates capturing global economics, lowering cost, rethinking strategies to change business success. Traditional strategic planning outlines an organization's goals and objectives. It is implementing sustainable measures that the company can achieve in the foreseeable future. Mintzberg (as cited in Haycock, Cheadle, and Bluestone, n. d.) suggests that each requires different types of thinking: strategic planning requires linear, analytical processes, and strategic thinking necessitates more intuitive and open-ended cognition.

Strategic planning and strategic thinking impacts a company’s business approach. They are guides on how the enterprise will go about achieving objectives and the approach needed to accomplish goals. Both require critical thinking and analysis. Strategic planning is the means for fulfilling the business vision. Strategic intent thinking offers an innovative system perspective of possibilities for change.

It is important for businesses to engage stakeholders. Stakeholders are society, shareholders, employees, consumers, other competing groups that impact the company’s activities. Stakeholder’s engagement maps valuable feedback with the business operation. Their perspective offers a wider value of differing views. The linkage between stakeholders and organizations helps sustain high-competitive agile environments. How can companies better link stakeholder dialogue to business practices and innovation?