To be or not to be strategic

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Competition

Winning

Manoeuvring

Positioning

Stratēgia

The office of a general

Strategos

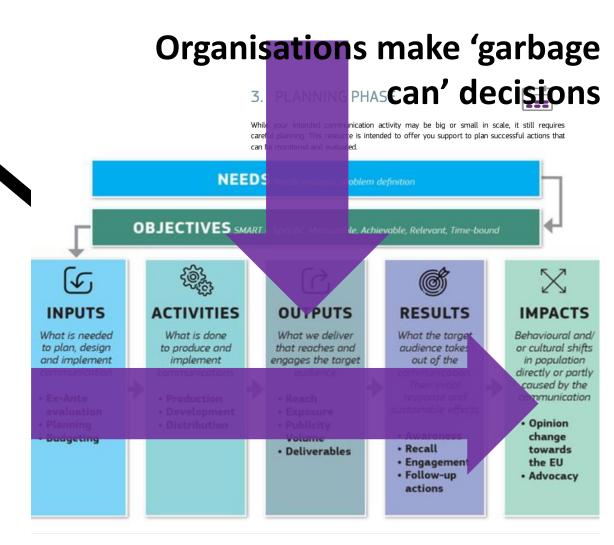
The general

Spin = communication
Propaganda fulfilling an
aimed at fulfilling an
Manipulation organisation's goals
Self-serving

strategic communication

To be or not to be strategic; that is not the question

How to be strategic; that is the question



People act based on emotions, not logic

Organisations make 'garbage can' decisions

Plans are not always linked to needs

Solutions are not necessarily linked to problems

Affect eats facts for lunch

Personal relevance beats abstract good

People act based on emotions, not logic

Make sure the means match the envisioned end

Make sure to save resources for the unexpected

Don't lecture

Don't be boring

Thank you!

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