

**Strategic  
Management  
Toolkit for SME's**

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# Strategic Problem Solving Heuristic

- Identify Key Issues/Problems/Questions
- Outline Decision/Strategic Criteria
- Conduct Analysis-STATE IMPLICATIONS
  - External
  - Internal
  - Hybrid
- Create Strategic Alternatives
- Evaluate Strategic Alternatives
- Make Strategic Recommendations
- Suggest Implementation Plan  
(Who/What/When)

**EXTERNAL  
Environmental  
Analysis:  
Identifying Opportunities &  
Threats  
Chapter # 1**