



# Process of Strategy Development

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# 1 Basic content of building a strategy

## ➤ Concept

- ✓ There are many different concepts of strategy and the concept can be understood as
  - A strategy is a combination of long-term goals and measures, ways to reach them
  - Strategy is a term used to refer to a set of thoughts, ideas, insights, experiences, goals, expertise, memories, perceptions, expectations ... forming a general guide to implement specific actions and to pursue certain specific goals.
  - Strategy is the path we draw, the journey we envision, the path we direct, the journey we take. Even when we are embarking on the journey of discovery and in our mind we have not clearly defined the destination, the journey has a purpose, a result, and an end to follow.
- ✓ If we do all the "important" things together, it is not the strategy in its own meaning

## ➤ Identify the components of the Strategy

### ✓ Mission

- The reason for the organization's existence in the future

### ✓ Vision

- What ambitions do the organization have in the future?

### ✓ Objective

- It is the desire to be achieved in the future
- Specifically; measurable; feasible, realistic, time-limited

### ✓ Mission/Action program

- what must be done to achieve the goal, vision and mission

### ✓ Solution

- How to do the tasks

### ✓ Organization of implementation

- Which individual or organization performs each task

## ➤ A clear vision will help the organization:

- ✓ Guide to develop strategies and plans for each field with long-term effectiveness
- ✓ Complete goals and content
- ✓ Focus on success factors
- ✓ A good vision statement has the points:
  - Be bold, challenge and inspire
  - Create aspiration, hope and encourage the organization to develop
  - Create the possibility of fundamental changes
  - Create the organization's leaders a sense of control
  - 
  - Cite ownership and passion => everyone wants to be part of the organization
  - Be clear
  - Easy to understand and easy to remember



## Old adage

- A vision without a plan is just a dream
- A plan without a vision is like hard labor
- But vision and plan can change the world

## Alfred A. Montapert

- To do great things, we must first dream, then visualize, followed by planning ... believing ... action.

# ➤ Identify a breakthrough in strategy

## ✓ Strategic Breakthroughs

- Strategic breakthroughs are understood as the main stages/tasks that control all, covering implementation of the Strategy. The breakthrough missions must play a key role, paving the way, linking and creating the driving force for the successful implementation of the Strategy
- Strategic breakthroughs reflect macro-level and decisive choices
- Identifying "right" strategic breakthroughs is extremely important to the strength and prosperity of the organization/sector/country.

## ✓ Demand for identification of strategic breakthroughs

- Strategic breakthroughs need to be focused on key stages
- Strategic breakthroughs need to be focused on “bottle necks”
- Strategic breakthroughs need to capture opportunities and resolve challenges in the development process
- Strategic breakthroughs need to promote and maximize competitive advantage
- Implementation of strategic breakthroughs should create a driving force for development and realization of the Strategy objectives

## 2 Building a Statistical Development Strategy (Paris21)

### ✓ Statistical Development Strategy (VSDS)

- A national framework, process, and product for statistical development to integrate statistics into national policy and planning processes.
- Produce information that meets the needs of many different users
- Integrating line-ministries and other objects into the national statistical system;
- Coordinate all national statistical systems; respond to data challenges; bring to a national data revolution; build statistical capacity in the "statistical value chain"

### ✓ The importance of the statistics strategy

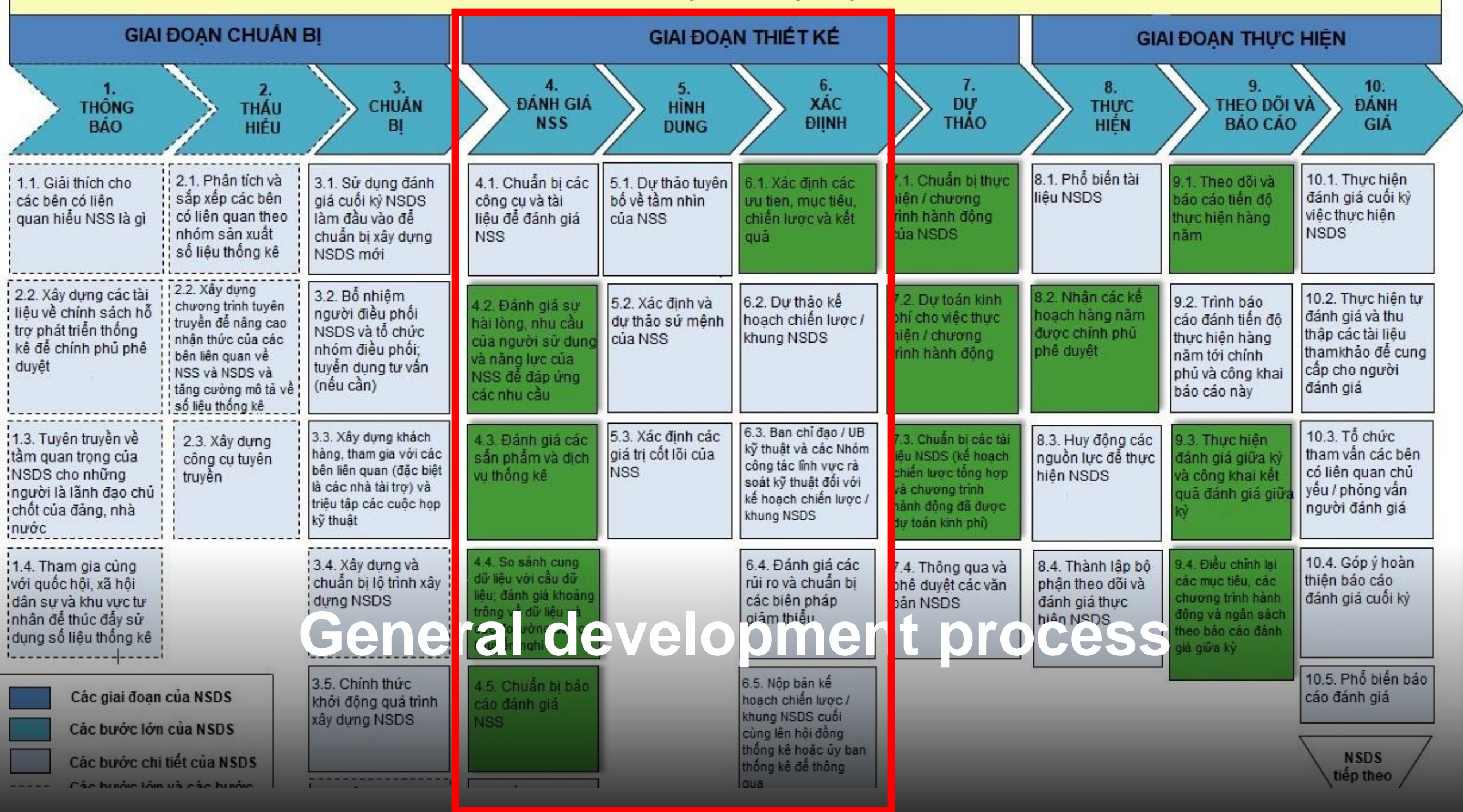
- Countries need to have an overall vision for the development of the national statistical system to address data requirements for national development.
- Become part of national development and poverty reduction policy
- Identify statistics development programs to rationalize the implementation of statistics works and resources allocation
- Serve as the framework for international and bilateral assistance activities
  - Comply with international standards, including quality standards;
  - Based on all previous and present activities and experiences.



## ➤ Development process of statistical development strategy

✓ 3 stages, 10 big steps and 42 detailed steps

<b>3 stages</b>	<b>10 big steps</b>	<b>42 detailed steps</b>
1 Preparation	1 Notification	4
	2 Understanding	3
	3 Preparation	5
2 Design	4 Evaluation	5
	5 Visualization	3
	6 Definition	5
	7 Draft	4
3 Implementation step	8 Implementation	4
	9 Monitor, report	4
	10 Evaluation	5



### 3 Strategic vision of some countries

	Vision	Vision
Philippines	Solid, responsive, and innovative statistical system for an empowered Philippines	
Malaysia	To Become A Leading Statistical Organisation Internationally by 2020	
Thailand	All public society use statistics and information as guiding light for the country development and benefits of the Thai people	
Indonesia	The Agent of Trustworthy statistical data for all	

	Vision	
Singapore	The Singapore Department of Statistics (DOS) develops and maintains a national statistical service of quality, integrity and expertise	
Republic of Korea	Leading the development of national statistics, producing reliable statistics and providing statistical information to economic entities	
India	Be a world-class, innovative statistical reference for Saudi Arabia's socio-economic development	
Saudi Arabia	To establish a user focused and sustainable statistical system based on international standards.	