

BUS 498 B Senior Seminar II

"A triggering event is something that stimulates a change in strategy." -- *Essentials of Strategic Management*, Hunger/Wheelen

- New CEO
- External Intervention
- Threat of Ownership Change
- Performance Gap
- Strategic Inflection Point

Possible Outcomes of Strategies:

- Profitability (net profits)
- Efficiency (low costs)
- Growth – increase in total assets, sales...
- Shareholder wealth (dividends plus stock price appreciation)
- Utilization of resources (ROI)
- Reputation (Being considered a top firm in the industry)
- Contributions to employees (employment security, wages, etc.)
- Contributions to society (taxes paid, participation in charities, providing a needed product or service)
- Market leadership – market share
- Technological Leadership (innovations, creativity)
- Survival (avoiding bankruptcy)

Strategies to Avoid

- Follow the Leader
- Hit Another Home Run
- Arms Race
- Do Everything
- Losing Hand