

## **How Strategic Thinking is Forced based on PMO?**

By İpek Sahra Özgüler

Shaping the future is important for all organizations.

Shaping organizational future via strategic thinking is much more important.

Every organization wants to change the world, to form the future, to be the leader in that, to catch the value of that, to increase their profit after touching the lives of many people while providing new products and services. Of course, it is not easy.

Developing a new look within existing world, environment, organizations, customers, requirements; discovering different ways; supporting them with products and services are hard.

In this paper, I will outline how strategic thinking is forced based on PMO.

### **WHAT IS STRATEGIC THINKING?**

First of all, let me define what strategic thinking is.

“Strategic thinking is defined as a mental or thinking process applied by an individual in the context of achieving success in a game or other endeavor.

When applied in an organizational strategic management process, strategic thinking involves the generation and application of unique business insights and opportunities intended to create competitive advantage for a firm or organisation” [1] [2] [3] [4]

Steve Jobs was a good example for that. He developed a way to find strategic thinking for Apple.

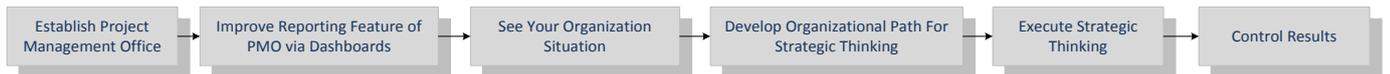
He dreamed. He believed. He fought with the impediments. He touched the lives of many people using a different style. He didn't offer the best telephone with the highest picture quality, the highest resolutions or the big size memory. His strategy was a simple world, a simple world for the people, a simple communication.

During those years, telephone companies produced smartphones. These devices were complicated. There were many features, but they were ultimately useless for people.

After implementing his strategy as reinventing phone, it changed the existing world view. His strategy was to build the future and he built it. Simplicity!

Following this example, I want to define six steps which is forcing strategic thinking based on PMO.

- Establish Project Management Office
- Improve Reporting Feature of PMO via Dashboards
- See Your Organization Situation (Projects By Customers, etc.)
- Develop Organization Path For Strategic Thinking
- Execute Strategic Thinking
- Control Results



## References

[1] Wikipedia

[2] "What is Strategic Thinking?" harvardbusiness.org. Retrieved 10 August 2012.

[3] "What is Strategic Thinking?" by Rich Horwath. Retrieved 10 August 2012.

[4] "Strategic Thinking". Center for Applied Research. Retrieved 10 August 2012.

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