

Concept of Strategic Intent

- ✚ Purpose for what organisation strive for.
- ✚ Intent means Purpose.
- ✚ In simple terms, it is defined as Company's Vision of what it want to achieve in long term.
- ✚ An organisation's strategic intent is the purpose that it exists and why it will continue to exist.
- ✚ It inspires, motivate and provide clear direction to stakeholder, employees, investors, customers.

Elements of Strategic Intent

- ✚ Vision
- ✚ Mission
- ✚ Business Definitions
- ✚ Goals
- ✚ Objectives
- ✚ Plans