

Strategic Management in Your Organization



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<https://markwjabbott.files.wordpress.com>

FACING THE CHALLENGES WITH THE AFRICAN PESTLE & MORTAR

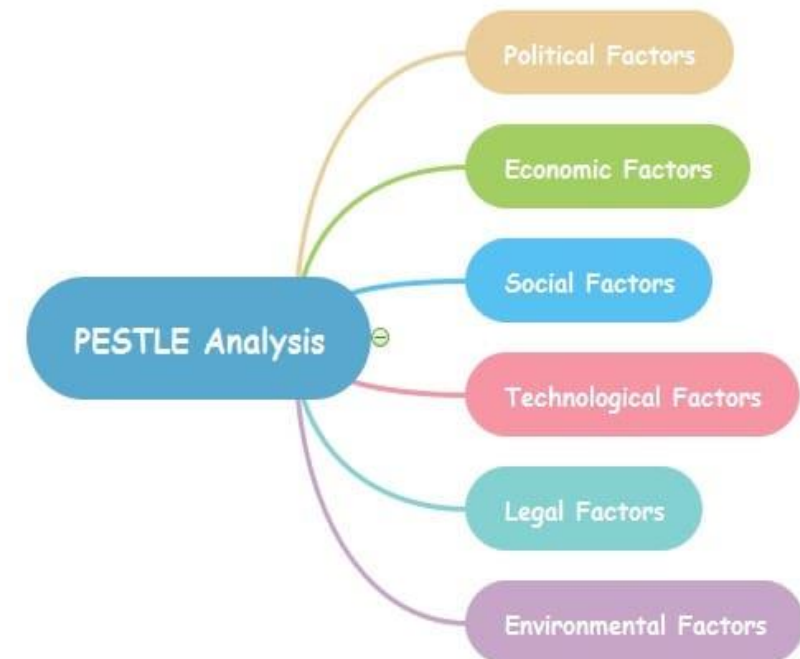
The African PESTLE Analysis

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WHAT IS THE AFRICAN PESTLE ANALYSIS?

- What I refer to as “the African PESTLE Analysis” is an extension of the traditional PESTLE Analysis which I have done based on my experience as an African child growing up in an African village. **Particularly in the village setting, the African woman has survived the worst of life since time immemorial and continue to triumph over incredible daily struggles to maintain her place in society with dignity. She is the cornerstone and the main pillar of the family, their smile and their endurance. In the numerous African societies where the pestle is used, especially in West Africa where I grew up, the African pestle is a symbol of all these great qualities of our women.**
- The conceptual meanings and literal usages of the African pestle are utilized within the setting of a modern organization, such as yours, and shown its effectiveness in enhancing the organization’s performance in the pursuit of its objectives. In short, the African PESTLE as a tool in management science or strategic management **can help any company/organization to identify its challenges/problems in important areas, the solutions and how to execute the solutions with the team that the pounding African woman, pestle and mortar represent.**



It shows you from a video the importance of the following from our pounding village women:

- Adaptation
- Coordination
- Confidence
- Energy
- Positivity
- Focus
- Patience

The Aim

To give you a strategic management framework and tool that are:

1. Simple
2. Essential
3. Applicable both at the institutional and personal levels
4. Recognize the tremendous role of the woman in African society
5. Based on values/principles that can help you deal with your challenges
6. Derived from a modern management framework which has evolved, been tried and tested over the years

THE PUBLIC & PRIVATE AUDIENCE SO FAR

—
Ministers,
Ambassadors,
CEOs, Directors &
Managers



- BADEA (Khartoum)
- SAMIL INDUSTRIES (Khartoum)
- NEXTENERGY CAPITAL (London)
- MEYAS SAND MINERALS COMPANY (Khartoum)
- ALDHABI INVESTMENTS (Abu Dhabi)
- ETISALAT ACADEMY (Dubai)
- FUFU (Abu Dhabi) (reps from AfDB, IsDB, Embassies, UN)
- OACPS (Brussels)
- ACBF (Harare)
- Ministry of Minerals (Khartoum)
- UNIDO AICEI (Bahrain)
- IsDB West Africa Regional Hub (Dakar) (Under consideration)
- Ministry of Foreign Affairs (Khartoum) (Consideration)
- ECOWAS Secretariat (Abuja) (Consideration)

Summary of the Process

Introduction – What is the African PESTLE: Video

- I. Main Theme: Inclusive Growth**
- II. Identification of the Challenges**
- III. Throwing the challenges into the mortar**
- IV. Pounding the challenges: The Solutions**
- V. The Performance Square**
- VI. PESTLE-SWOT: The Internal and External Environments**
- VII. Factors that affect outcomes**

Words of Advice, the Extensions & the App



WHAT NEXT?

- Words of Advice
- The Extensions
- The App

End of Presentation

Thank you

Merci

شكرا جزيلاً

Gracias

Obrigada