

ARCHITECTURE FUNCTIONAL LEVEL OF ENTERPRISE STRATEGIC POTENTIAL MANAGEMENT

A functional level is one of the major elements of management architecture in general. And as a management strategic potential it is a component part of the enterprise strategic management process. The coverage of the administrative functions in the management of strategic potential is relevant. At functional level the management architecture of strategic potential includes the realization of basic functions of the general strategic management, namely: – strategic planning, strategic motivation, strategic organization and strategic control.

The process of the strategic potential planning includes the following stages: strategic supervisions; strategic analysis; strategic aims forming; strategic potential forming; strategic alternatives development; strategic alternatives estimation; strategies choice, use level prognostication of the strategic potential.

In relation to the economic methods of motivation, the most widespread is the method of motivation system development on the basis of the operating level indexes, including these indexes to the payment system of the enterprise workers labour.

The strategic organization provides for creation of necessary conditions for the effective management of enterprise strategic potential in the process of strategic aims achievement.

The basic tasks of strategic control in the management of strategic potential is the estimation of accordance of the strategic aims to the strategic potential, the estimation of sufficientness of the strategic potential for realization of the strategies chosen by the enterprise and of the strategic potential use level in the process of the strategies realization. It is also the estimation of fulfilling the forming plans and use of external and internal enterprise strategic potential.