

Unit 5 - Strategic Evaluation and Control

- Strategic Evaluation is the final phase of strategic management. It is necessary to test the effectiveness of strategies in achieving objectives. If the objectives are not properly achieved then corrective measures have to be taken.
- Thus evaluation and control of a strategy is defined as the process of determining the effectiveness of a strategy in achieving organisational objectives and taking corrective actions wherever necessary.
- In this phase of strategic management there are two phases namely:
 - Evaluation
 - Control
- The traditional approach to control is to compare the actual performance with the standards established and to take corrective measures if any deviations.
- But in modern times, there should be continuous evaluation of planning premise and strategy implementation.