

# STRATEGIC PLANNING BY MANAGING STRATEGIC ISSUES AND WEAK SIGNALS IN THE ENVIRONMENT

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## **Abstract**

The increasing turbulence in the environment causes reduction of the time framework that strategic plans are created in. Regardless of the tools and software solutions that are used in the process of strategic planning, predicting the future and the context in which the organization operates is complicated and difficult. Strategic managers find solution in a totally new concept that is based on managing strategic issues, i.e. true real time concept that is simple and falls into the existing structure and systems. This paper gives an overview on the necessity and procedure for early identification of changes in the internal and external environment of the particular organization, but also the need for rapid response to change, and keeping in mind that strategic issues are condition or problem that can have a significant effect on the functioning of the organization and its future results [4].

**Keywords:** strategic planning, strategic issues, weak signals, environment.

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