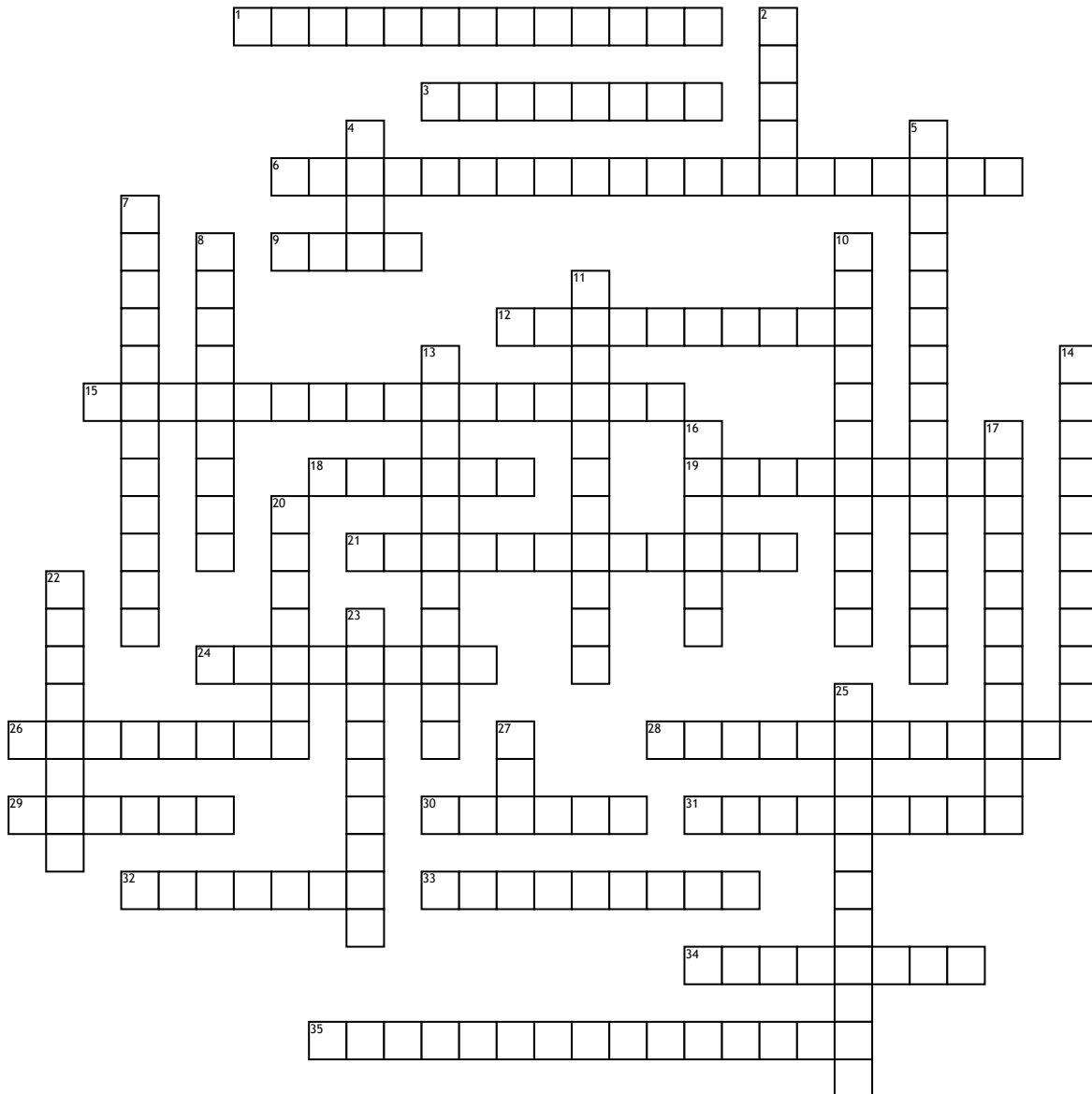


# Planning and Decision Making



## Across

1. using past performance to predict future (2 words)
3. goals set by middle managers
6. sustaining competitive advantage by preserving what is distinctive about a company (2 words)
9. tool that helps assess current reality (abb)
12. an element of a good goal
15. taking no action in the belief that nothing bad will happen (2 words)
18. the strategy guru
19. used to make decisions without conscious thought
21. comparing your performance to top performers
24. setting goals and deciding how to achieve them
26. the purpose of MBO

## 28. projecting the future

29. what a company stands for
  30. most profitable stage of the product life cycle
  31. strategy that involves little change
  32. reason for being
  33. strategy that seeks low cost for a narrow market
  34. products with low growth but high market share (2 words)
  35. having many products or businesses
- Down**
2. what every goal wants to be
  4. used to analyze competitive advantage (abb)
  5. strategy that uses high product quality for wide markets
  7. outlines a firm's goals and strategy (2 words)

## 8. tool used to assess products (abb)

10. goal for next 1-52 weeks
11. goal that keeps performance at high level
13. planning that shows various options
14. decision-making style that focuses on broad topics and avoids details
16. what an organization wants to become
17. planning helps managers deal with this
20. MBO goals should do this
22. decision model managers should use
23. bias that makes decisions based on a initial figure
25. taking the first reasonable alternative
27. managers and employees set goals together (abb)