

# Development of Strategic Management in a Modern Company

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## key words

strategy, manager, management,  
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In this study, the development and implementation of the strategy are considered — these are two priority tasks of management, which in turn creates demand for the position of managers who are able to proactively shape the necessary future of the company. Strategic management itself does not end with the formation of the strategy, the next step should be the development of a mechanism and tools for the implementation of the strategy.

In conditions of high dynamics of changes in external conditions, modern companies can become effective only by understanding and predicting these changes, flexibly adapting to them, but the actions of company managers should not be reduced to a banal response to the changes taking place. The process of conscious change management, economically justified, is becoming increasingly important.

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