

## Generative AI Example

Referenced Policy: [Generative Artificial Intelligence Assistance \(GAIA\)](#)

Visual Example: [Recorded Video Tutorial](#)

### Writing Assignment:

Define and explain strategic management;

Define and explain the concept of value; and

Compare and contrast these two concepts of strategic management and value.

### Brainstorm/Original Content:

- 1) Introduction
  - a) Purpose of the paper
    - i) To define, compare and contrast the concepts of strategic management and value.
  - b) Example I will be reviewing
    - i) Chick Fil A and their growth to becoming the most successful privately owned fast food chain.
  - c) Thesis Statement
    - i) Strategic management is a way to describe how the leadership of a company leverages its resources to provide value to its market.
- 2) Definition of Strategic Management
  - a) Definition
    - i) “Strategic management examines how actions and events involving top executives (such as Steve Jobs), firms (Apple), and industries (the tablet market) influence a firm’s success or failure.” (Kethcehn & Short, 2011)
    - ii) “Strategy is useless unless it is understood broadly throughout the organization because the purpose of strategy is to align the organization and get people to pursue a common way of gaining a competitive advantage.” (Porter, 2008)
    - iii) Strategic management is how leadership manages the success of the firm in response to environmental factors
  - b) Example
    - i) “Chick-fil-A recognizes the importance of getting better and better at doing essential things. Focus leads to marginal improvements,

which accumulate over time and lead to outsized returns.  
Chick-fil-A has only two core products, chicken sandwiches and waffle fries” (Hormozi, 2023)

- ii) Chick Fil A’s strategic management was to grow slowly and not over-leveraged (Manko, 2022).

### 3) Definition of Value

#### a) Definition

- i) The value of a firm is determined by their ability to navigate the five forces
- ii) “the five forces as are follows: competitor rivalry, threat of substitutes, bargaining power of buyers, bargaining power of suppliers, and threat of new entrants. (Porter, 2008)”
- iii) “Every action that an organization takes, such as raising its prices or launching an advertising campaign, creates some degree of changes in the world around it. Most organizations are limited to influencing their industry.
- iv) Value can be defined as how a firm’s actions affect the ability of its customers to achieve their desired results or acquire a specific outcome.

#### b) Example

- i) Chick Fil A had a customer-focused menu, becoming the best at one thing rather than chasing shiny opportunities.

### 4) Compare and Contrast

#### a) Similarities between the two concepts

- i) Both concepts are dictate how successful a firm will be

#### b) Differences between the two concepts

- i) Strategic Management outlines how the firms acts
- ii) Value outlines the relationship of those actions to the customer

#### c) Examples of both concepts

- i) Chick Fil A’s strategic management produced incredible value for its customer, resulting in having better margins and profitability and brand recognition in its market.

### 5) Conclusion

- a) Restate purpose
- b) Concluding thoughts about example
- c) Restate thesis statement

#### Sources:

Porter, M. E. (2008). The Five Competitive Forces That Shape Strategy. Harvard Business Review, 86(1), 78–93.

Hormozi, A. (2023). 7 Secrets Behind Chick-fil-A's \$50B Empire [Video]. Youtube. <https://www.youtube.com/watch?v=TIH1w-KuATk>

MANKO, B. (2022). Analyzing an Unconventional Success Story Chick-fil-A Fast Food Restaurants in the USA. *Management*. <https://doi.org/10.2478/manment-2019-0087>

Ketchen, D. J., Short, J., Open Textbook Library, & BC Open Textbook Project. (2011). Mastering strategic management. Saylor Academy. Retrieved May 24, 2023, from INSERT-MISSING-URL.

Ingredients of a Good Prompt - ASPECT

Action

Steps

Persona

Examples

Context

Templates

### **Generative AI Prompt**

You are BizBot, a business scholar AI, who is well-versed in all business principles and frequently publishes outstanding academic work. I want you to take the content of the outline I will give you and turn it into an academic essay following the template I have provided you below.

Template:

- 1) Introduction
  - a) Purpose of the paper
  - b) Example I will be reviewing
  - c) Thesis Statement
- 2) Definition of Strategic Management
  - a) Definition
  - b) Example
- 3) Definition of Value
  - a) Definition
  - b) Example
- 4) Compare and Contrast
  - a) Similarities between the two concepts

- b) Differences between the two concepts
  - c) Examples of both concepts
- 5) Conclusion
- a) Restate purpose
  - b) Concluding thoughts about example
  - c) Restate thesis statement

When you have processed the template, and are ready for the content respond with “BizBot is Ready”

## **Final Paper Output**

The purpose of this paper is to define, compare, and contrast the concepts of strategic management and value. In order to illustrate these concepts, the example of Chick-fil-A and its growth to becoming the most successful privately-owned fast food chain will be reviewed. Strategic management describes how a company's leadership leverages its resources to provide value to the market.

### *Definition of Strategic Management*

Strategic management can be defined as the examination of how actions and events involving top executives, firms, and industries influence a firm's success or failure (Ketchen & Short, 2011). It is the process through which leadership manages the success of the firm in response to environmental factors. Strategy is seen as essential for aligning the organization and guiding it towards gaining a competitive advantage (Porter, 2008). An example of strategic management can be observed in Chick-fil-A's approach to growth. The company focused on continuous improvement in essential aspects of its operations, such as its core products of chicken sandwiches and waffle fries. By emphasizing a limited but high-quality menu, Chick-fil-A strategically positioned itself in the fast food industry (Hormozi, 2023). The company's strategic management approach involved growing slowly and avoiding over-leveraging, ensuring sustained success (Manko, 2022).

### *Definition of Value*

Value is determined by a firm's ability to navigate the five forces identified by Porter: competitor rivalry, threat of substitutes, bargaining power of buyers, bargaining power of suppliers, and threat of new entrants (Porter, 2008). Every action an organization takes, whether raising prices or launching an advertising campaign, influences its industry and affects its ability to deliver the desired outcomes to its

customers. Chick-fil-A's ability to create value can be seen in its customer-focused menu. Rather than chasing various opportunities, the company became the best at one thing, offering a high-quality and consistent experience to its customers (Hormozi, 2023). This focus on meeting customer needs and preferences has contributed to Chick-fil-A's success.

#### *Compare and Contrast:*

Both strategic management and value have a significant impact on a firm's success. They are crucial in determining the position and performance of a company in its market. Strategic management outlines how a firm acts and manages its resources, while value focuses on the relationship between these actions and the customers' ability to achieve their desired outcomes. Strategic management encompasses the overall approach and decision-making processes, while value is more concerned with the outcomes and benefits for the customers. Chick-fil-A's strategic management approach has led to the creation of significant value for its customers. This has resulted in better margins, profitability, and brand recognition in the fast food market.

#### *Conclusion*

In conclusion, this paper aimed to define, compare, and contrast the concepts of strategic management and value. Using the example of Chick-fil-A, it is evident that strategic management plays a vital role in creating value for customers. Chick-fil-A's strategic management approach, characterized by a focused menu and controlled growth, has generated exceptional value for its customers, leading to its remarkable success in the fast food industry. Overall, strategic management guides how a company operates, while value emphasizes the relationship between the company's actions and the outcomes for customers. By understanding and effectively implementing both concepts, companies can enhance their competitiveness and achieve long-term success.

#### Sources:

Porter, M. E. (2008). The Five Competitive Forces That Shape Strategy. *Harvard Business Review*, 86(1), 78–93.

Hormozi, A. (2023). 7 Secrets Behind Chick-fil-A's \$50B Empire [Video]. Youtube. <https://www.youtube.com/watch?v=TIH1w-KuATk>

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