

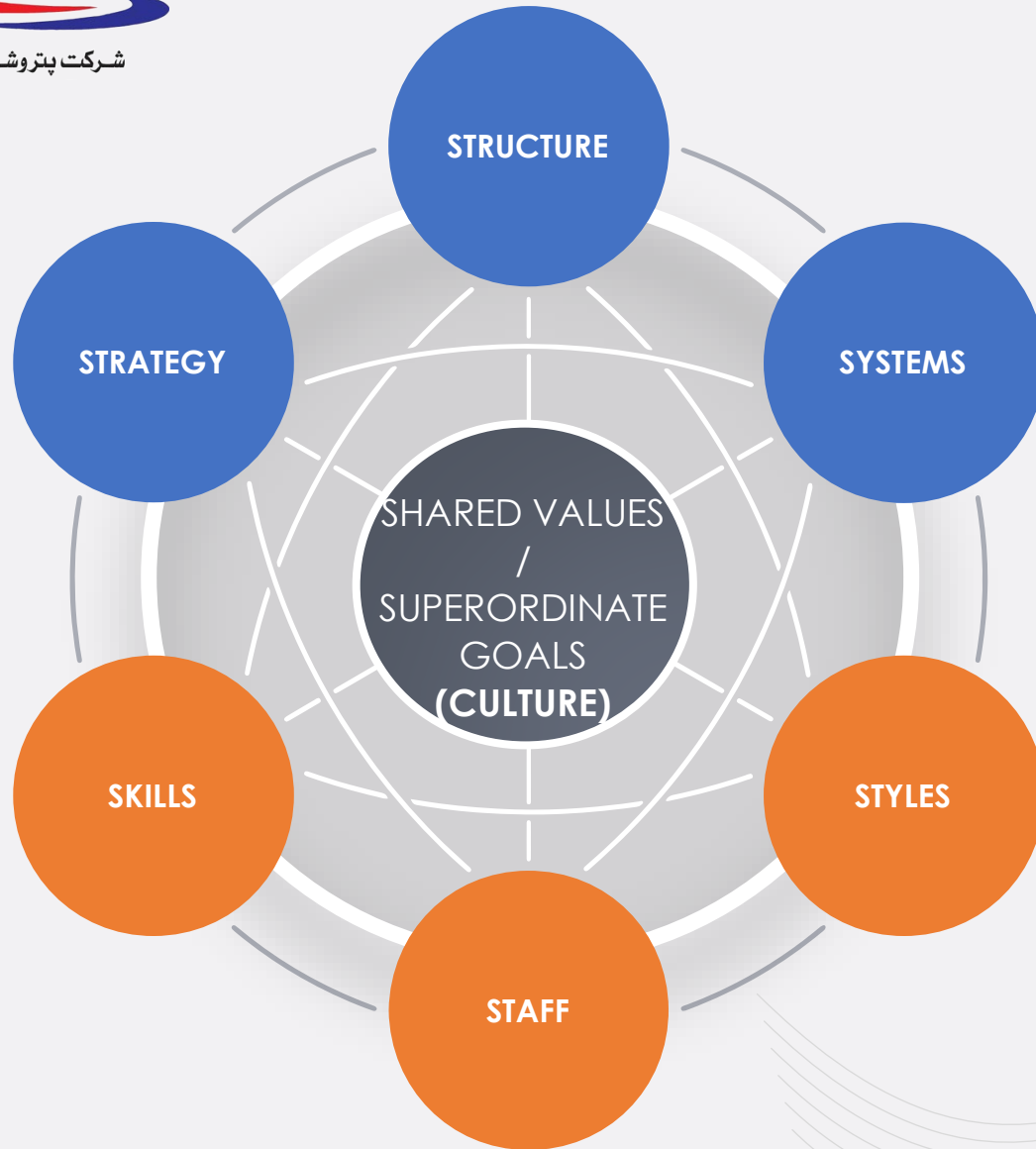


THE MCKINSEY 7S MODEL

QMN

SIAVASH AZIZI

May 2024



THE MCKINSEY 7S MODEL

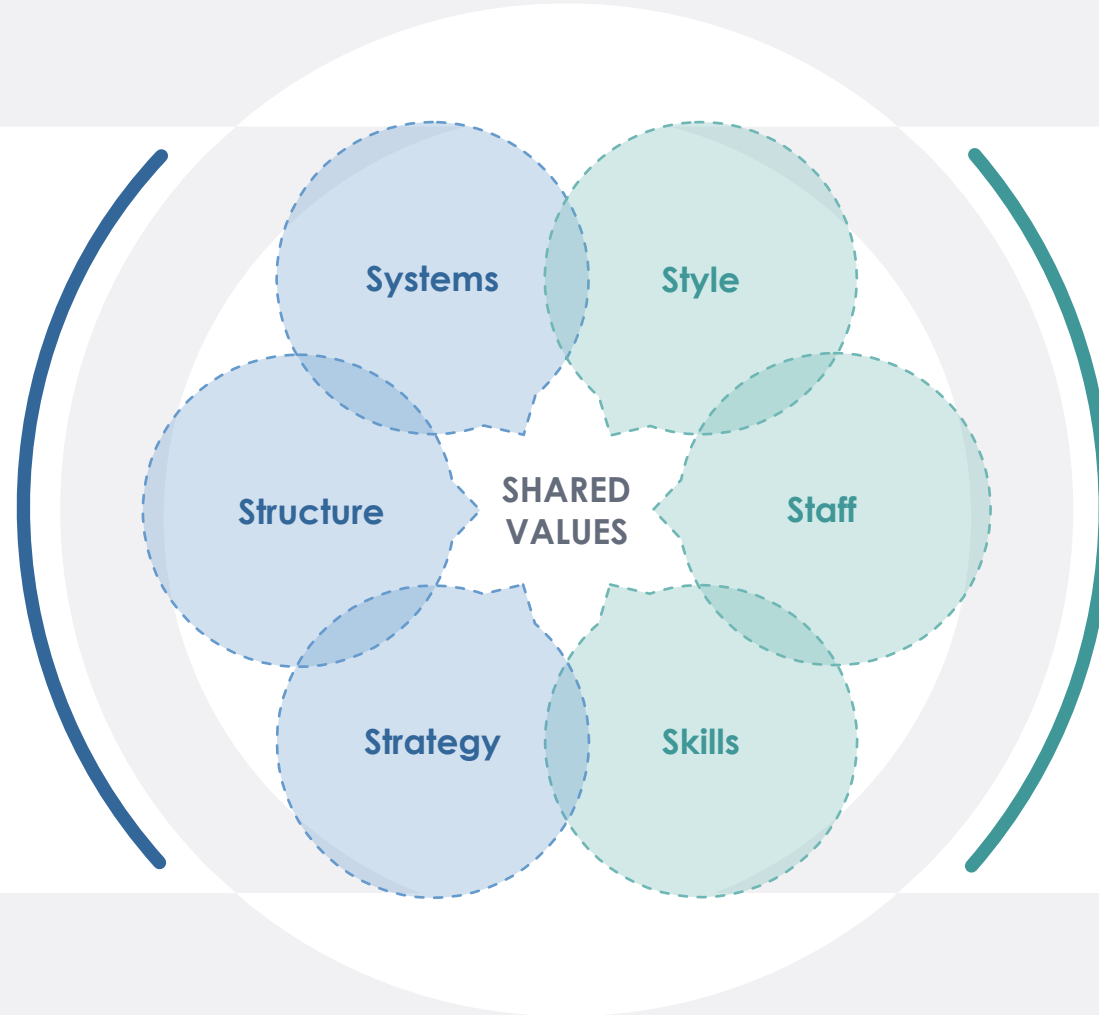
- McKinsey 7S Framework is a management model describing the key elements of a business organization
- Developed by business consultants Robert H. Waterman, Jr. and Tom Peters in the 1980s
- A strategic vision for groups, to include businesses, business units, and teams.

HARD ELEMENTS	SOFT ELEMENTS
<ul style="list-style-type: none"> • Strategy • Structure • Systems 	<ul style="list-style-type: none"> • Shared Values • Skills • Style • Staff

THE MCKINSEY 7S MODEL

HARD ELEMENTS

- Hard elements are feasible and easily identified
- These elements are also easier to change than soft elements
- They can be found in strategy statements, corporate plans, organization charts, and other business documents



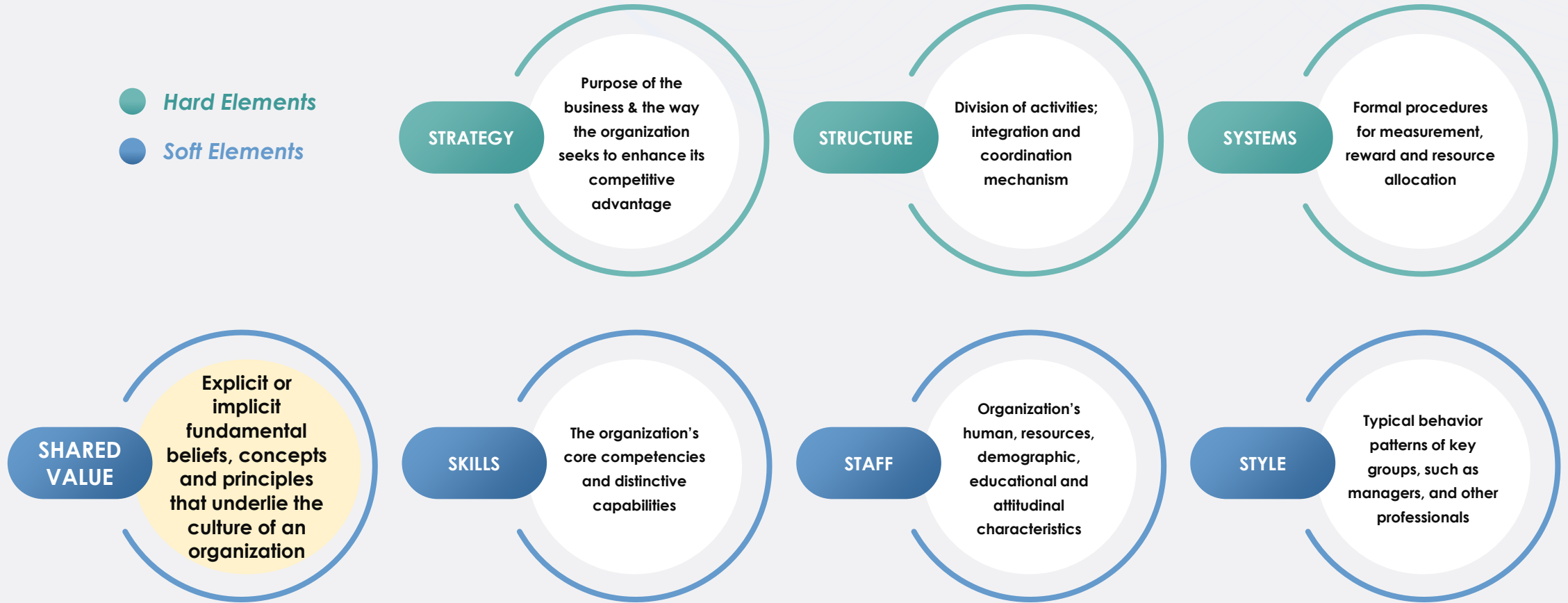
- Soft elements are harder and take longer to change
- They are harder to describe, since capabilities, values, and elements of corporate culture are continually evolving
- Determined by employees of the organization

SOFT ELEMENTS



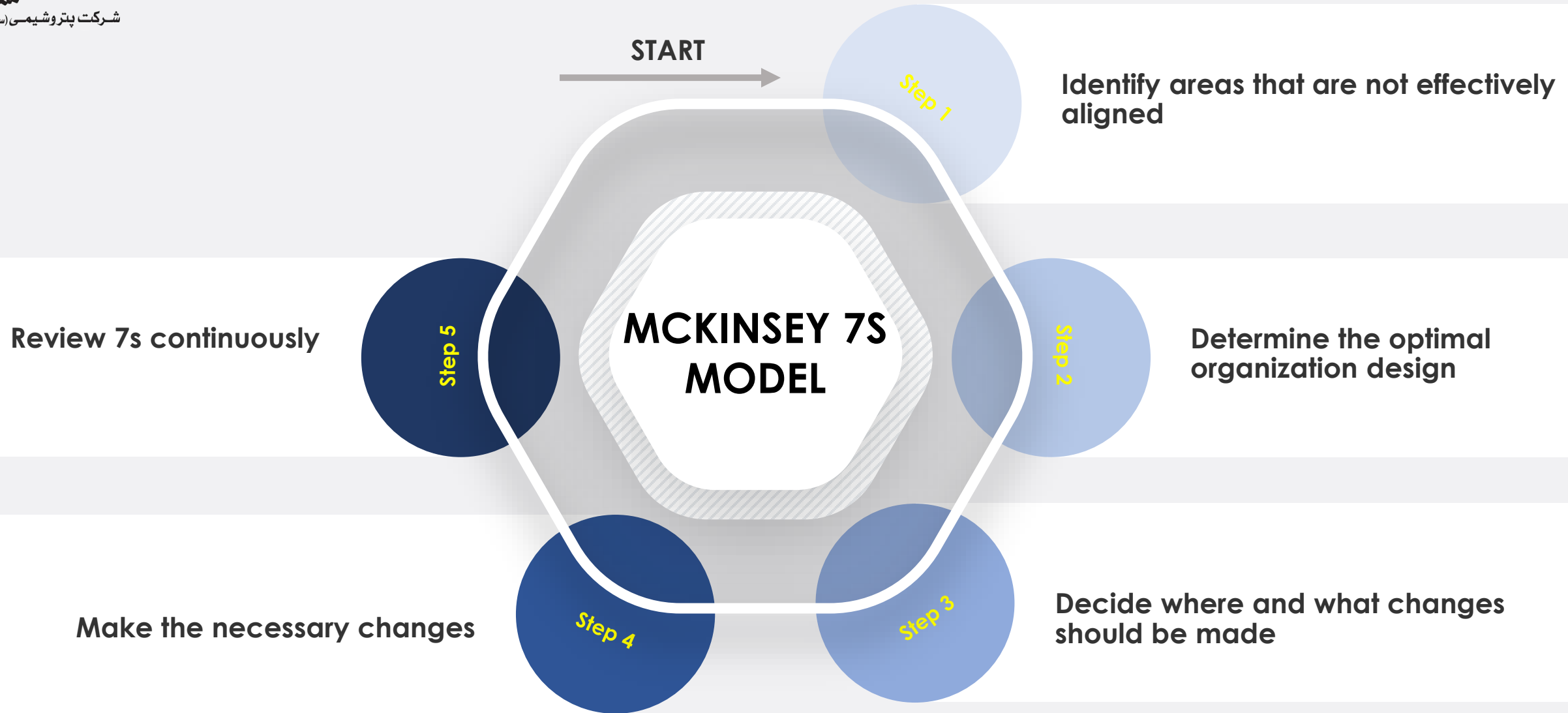
THE 7 INTERDEPENDENT ELEMENTS

- *Hard Elements*
- *Soft Elements*





METHODS OF USING THE MODEL





**For example
if you are a
senior executive
in a
hotel chain
and you are seeking to
implement a new strategy
geared around
very high levels of service?**

THANK YOU

