Strategy-as-Practice:

Largeing It

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The basic argument here is to have the enthusiasm and commitment to see Strategy-as-Practice in the largest sense. Larging it is a slang term for enthusiasm, but is also about enlarging the agenda and community.

Four particular senses of larging it are offered: recognising that the agenda is not just micro, but has a macro element centred on practices and practitioners in society (see my 2006 Organization Studies article); recognising that it is distinct from the Process tradition, in particular with its interest in the macro, content and continuity; engaging with macro societal issues, to do with strategy’s changing place in society; and finally doing our best through mutual support and enthusiasm to make an impact for S-as-P.
**Large it**  
*Verb.* To show total enthusiasm.  
See ‘Have it large’

**Have it large**  
*Verb.* Total enthusiasm and commitment to enjoyment and hedonism. E.g."We were having it large last night in town, like nobody's business.”

Dictionary of Slang at:  
[www.peevish.co.uk/slang/htm](http://www.peevish.co.uk/slang/htm)

**Strategy-as-Practice**  
*Noun.* Something that people do, with stuff, in society *qqv* marriage, worship, politics
Largeing it for EGOSians

Strategy-as-Practice:

- larger than ‘micro’
- more than Process
- bigger on the issues
- and ... having it large
Larger than ‘Micro’

Practices (‘stuff’): concepts, techniques, technologies, rules, discourses, norms and fashions

Practitioners (‘people’): groups, occupations, industries, professions and classes

In, and beyond, the organizational
More than ‘Process’

Practice

Content  Process

Strategy-as-Practice:
- beyond the organizational
- less committed to change
- distrusts the dichotomy
Bigger Issues

Strategy-as-Practice is concerned for:

- the performance of episodes of praxis
- the impact of these episode on organization performance

But also:

- the design, spread, use and impact of influential practices
- the development, training, legitimation and impact of important groups of practitioners
At last … Having it Large

Strategy-as-Practice:

- confident of its own distinct agenda
- connected to the wider ‘practice turn’
- going for a full-range of journals
- and …
  - being an enthusiastic (hedonistic?) community
Strategy-as-Practice: Largeing It

- larger than ‘micro’
- more than Process
- bigger on the issues
- and … making an impact