

# STRATEGY VS TACTICS



## What is Strategy?

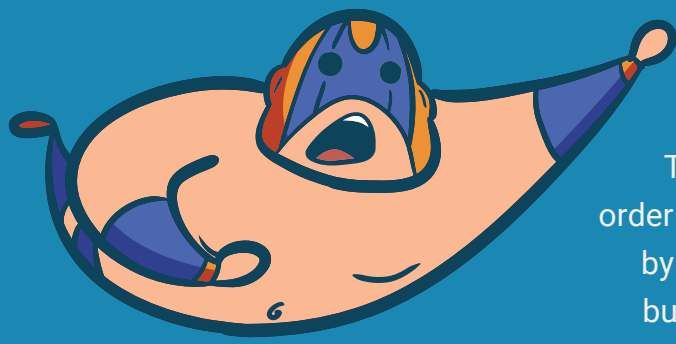
A strategy is a specific approach that you will take to achieve a set of goals that you have defined. Strategy is by definition fairly high level.

By extension, a strategic plan is therefore a document that outlines firstly a high level approach to achieving goals, and subsequently may further go into detail about what those goals actually are.



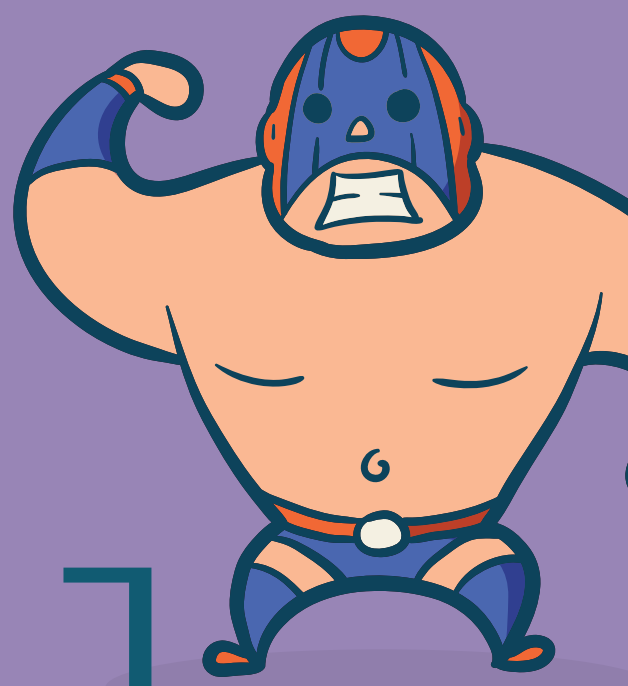
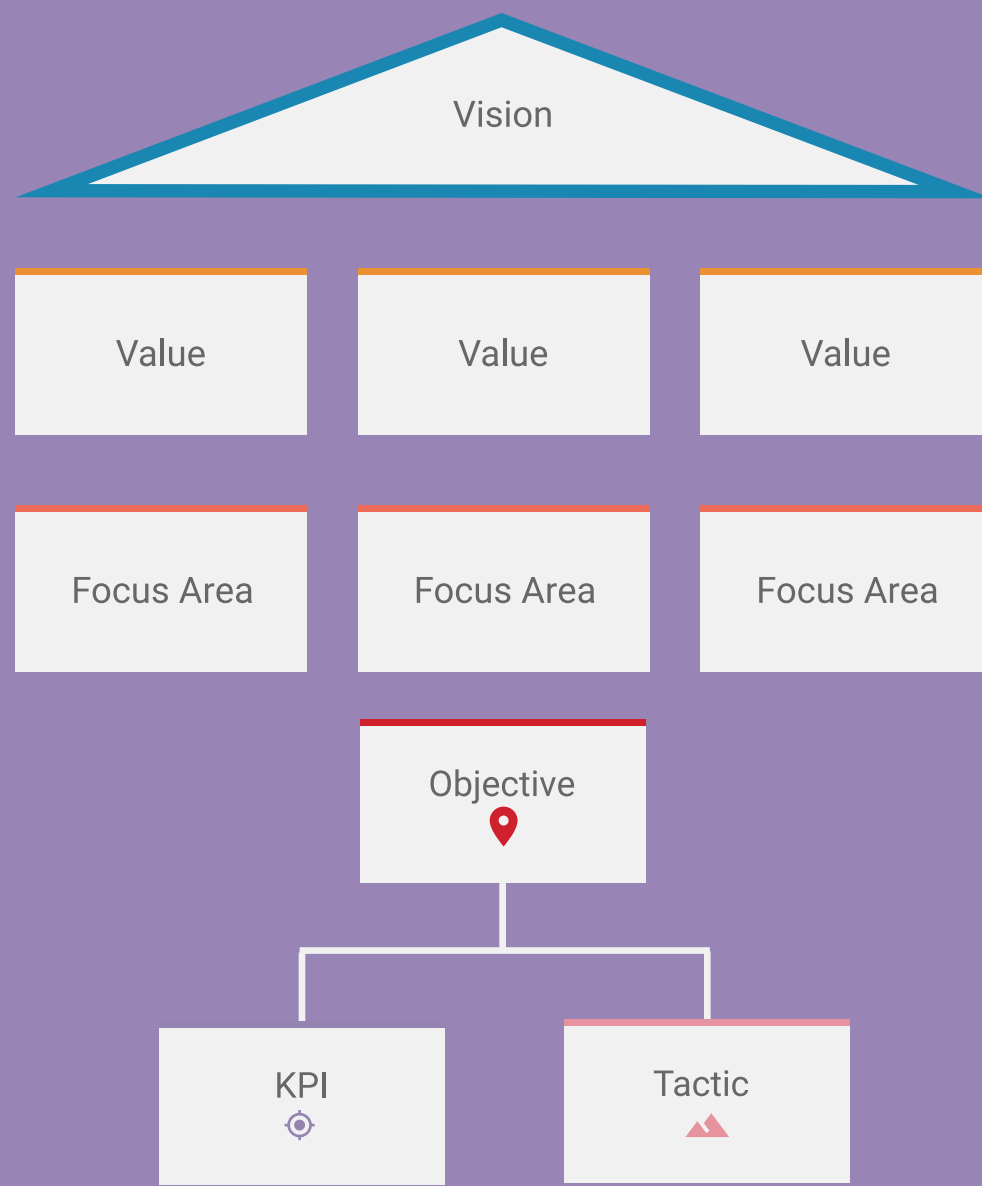
## What are Tactics?

Tactics describe the specific actions that you will take in order to achieve your goals. They will most likely be informed by your strategy (i.e. your approach and your actual goals) but they are far more specific. They are not outcomes, nor are they measures of success.



## How do Strategy & Tactics Fit Together?

Clearly, strategy and tactics are complementary to one another. In fact we can go one step further and suggest that an organization cannot be successful if it ignores either one of these elements. The strategy is required to set the direction of the organization, whilst the tactics are required to define how you will actually get there.



### STRATEGY

the top layers of the strategy model refer to the strategy - 'what you want to achieve'

### TACTICS

Only the bottom part of one layer of the model refers to tactics

## How Do You Measure Strategy vs Tactics?

Tactics are our best guess at a series of actions that when delivered, will help us succeed against our strategy. But the tactics themselves are not a measure of the success of that strategy.

If we take a look at our strategy model once more, you'll see that we cater for this reality by adding **KPIs** (measures of success) underneath our **Objectives** and alongside our **tactics**. The KPI sits directly underneath the Objective, and whilst it doesn't relate directly to either of the tactics, it should eventuate **if we've selected our tactics effectively**.

This is actually far less important than measuring the success of your strategy. It's also far easier, since the measurement of tactics is typically quite similar to the type of post-implementation reviews that project managers undertake at the end of their projects. That is to say you will look at things such as the timeliness of the tactic, the cost of the tactic and whether or not the tactic was delivered in-line with the initial scope.

## How Do you measure the success of your tactics?

By now, you should have a pretty good understanding of the difference between these two terms, and just how critical they are to one another.



Looks like we got ourselves a tactical standoff!