

Strategy

concept cards[©]

FOR TEAMS, MANAGERS OR LEADERS

A strategy is a set of planned activities to get from a current state to a desired state.

Strategy Change

Strategies should be updated, adjusted or modified to best achieve the desired states.

States

Current state: A starting situation which should be measurable.

Desired state: An mid-term goal that is well defined and measurable. The desired state should be reached in a defined time frame.

Vision: A long-term goal that gives direction to the desired states. It may not be fully specified.

Milestone: An interim goal that needs to be achieved on the way to the desired state.

Actions

Actions: Planned activities, that are necessary to achieve the desired state.

Iterations: Actions can be in form of a series of subsequent and steady improvements.

Tactics: Unplanned activities to react to unforeseen situations or events. Tactics complement strategic planned activities.

Policies: Priorities, governance, rules and regulations that restrict the selection of activities.

