

# Strategy

concept cards<sup>©</sup>

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.

**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.

