

STRATEGY & TACTICS (OPERATIONS)

Unknown Source

I. Thinking/Planning Factors	II. Strategic Thinking	III. Tactical (Operational) Thinking
Time Period	Longest Period Worth Considering	Shortest Period Worth Considering
Reversability	Harder	Easier
Scope	Broad	Narrow
Affected Areas	Many Functional Areas	Few Functional Areas
Goals	Means and Ends	Means Only

	Clear Strategy	Unclear Strategy
	I. Strategic Thinker	II. Operational Thinker
Effective Operations	Clear strategy and effective operations have equaled success in the past and will in the future.	Unclear strategy but effective operations have equaled success in the past, but success is doubtful in the future.
	III. Day Dreamer	IV. Crisis Thinker
Ineffective Operations	Clear strategy but ineffective operations have sometimes worked in the past in the short run, but increasing competition makes success doubtful in the future.	Unclear strategy and ineffective operations have equaled failure in the past and will in the future.

STRATEGY	TACTICS
Central organizing statement	Day-to-day actions
Spin put on things	Things or tools to spin
Road map for marketing plan	Vehicles for the trip
Doing the right thing	Doing things right
Concept	Tools of execution
Organizing glue	What gets glued
Focused	Typically, many things
Mental, intangible	Physical, sensory
And "action" statement verb	Things: nouns