

STRATEGY AND TACTIC ...

STRATEGY = WHY / WHAT / WHEN

Why to? What to? When to? ...

TACTIC = HOW

How to?

STRATEGIC (ACTIONABLE) INSIGHT = WHY & WHAT (THINK)

IDEA(S (ACTIONABLE)) = HOW (ACT/DO)

CONCEPT = COMPASS (Relative Position e.g., due North)

A concept is an abstract notion e.g. COMFORT / CONVENIENCE which are CONTEXT dependent and are carried out i.e., realised through an idea or typically a set of ideas

IDEA = ROAD MAP (How to, and different Ways to get there)

LEADERSHIP = VISION & INSPIRATION

(INTRINSIC (Internal) MOTIVATION) _ Dominant Focus: People

MANAGEMENT = AUTHORITY, CONTROL & ORGANISATION

(EXTRINSIC (External) MOTIVATION) _ Dominant Focus: Things

What is the difference between a strategy and a tactic?

Strategy is a set of choices used to achieve an overall objective whereas tactics are the specific actions used when applying those strategic choices.

Strategy is a plan to take advantage of imagined future opportunities and manage future risks. A tactic is a quickly executed plan to take advantage of opportunities or manage risks as they present themselves. In other words, a strategy plans for the future while a tactic handles in moment (immediate) action.

Broadly speaking: Strategic involves thinking long term, and tactical is short term. Strategic would be 30,000 feet, and tactical is on the ground implementation. Strategic you're more concerned with WHY, and tactical you're more concerned with NOW and HOW.

<https://fs.blog/2018/08/strategy-vs-tactics/>

<https://www.clearpointstrategy.com/strategy-vs-tactics/>

Simon Sinek _ First WHY and Then TRUST (RESPECT + RESPONSIBILITY)
<https://www.aparat.com/v/C80sJ>

TRUST ≠ RELIABILITY