

Chapter 1 : Developing Strategic and Action Plans | Community Tool Box

Tactics are the specific actions or steps you undertake to accomplish your strategy. For example, in a war, a nation's strategy might be to win the hearts and minds of the opponent's civilian population.

Are you playing Whack-A-Mole? David Brydson SmallBizLink Many small business owners and operators do not spend much time planning for their business success. The biggest reason, in my opinion, is that they are not aware how easy it can be. Most owners, when they hear the words Strategic Planning or Tactical Planning, get a glazed-eyed look on their faces. Actually, these can be rather simple tasks to manage if you understand a few things about them. Instead most business operators are in a state of confusion about what each of these terms mean. The reason for this confusion stems from the fact that both words are closely connected and, unfortunately, used interchangeably. Yet, in business terminology, the words strategy and tactics refer to separate business functions and practices.

Strategy Sets the Stage

In real world business usage, the term Strategy actually is the thinking process required to plan a change, course of action, or organization. Strategy defines, or outlines, the desired goals and why you should go about achieving them. The strategic planning phase involves business thinkers namely you – the small business owner determining why, and in a global sense what, you will achieve in your stated goals. Owners or upper management decide what the guiding philosophy and values will be, and how people involved in the businesses operations should act, in attaining their objectives. It can be a compilation of many complex multi-faceted plans created for achieving your pre-established objectives.

But Tactics Is the Play

Tactics are the specific actions you take in implementing your strategy. These actions comprise what is to be done, in what order, using which tools and personnel. You may employ a number of tactics and involve many different departments and people in this effort to reach a common goal. You may even recruit suppliers to accomplish your objectives. Tactics typically requires the involvement of the organization as a whole.

Strategic Planning Process

To understand the differences better, here are some notable points to consider, with respect to strategic planning. When doing strategic planning, you need to determine, specifically, what outcome you want to achieve These are your Objectives and how you will measure the results. In addition, you need to establish a realistic baseline or starting point. Where are you now? Include in your planning a picture of internal and external realities that will impact your plan. This dictates that you do relevant research competitive, market, etc. You will then need to craft an aggressive action plan to take advantage of opportunities discovered during your research. This will include a listing of your defined strategic objectives, with the tactics you expect to use to achieve them. The plan should reflect both perceived challenges and the expected end results in order to be complete. To ensure support for the strategy, it is advisable to conduct consensus-building exercises for the company. You might include Marketing, Sales, Customer Service, and other personnel inside and outside your organization. Any uncertainties and risks will be sure to surface at this point in the strategic planning process.

Tactical Planning Process

In tactical planning, you need to understand and decipher the strategic goals; then identify the courses of action you will need to achieve those strategic objectives. Tactical planning is developed by those who deal with getting the work done, day by day. The main question for them is:

Chapter 2 : Functional Tactics & Implementation | OnStrategy Resources

Tactics are the actions that lead to execution of the strategy. The keyword is action, but tactics are made up of a few elements (some of the following are optional, depending on how you work): An action.

When you formulate business strategy you choose tactics that will help to achieve your strategic goals. Strategy refers to a direction toward a goal. Tactics are the actions taken to support that strategy. Most businesses deal with five types of strategy and the tactics used to achieve strategic goals: Product Strategy Industry competition requires your company to constantly present new and better products and services to keep up with changes in consumer demand. Microsoft and Apple, both creators of computer operating systems, have been waging a tactical battle for consumer preferences ever since both companies came into existence. Both companies have achieved their strategic goals of growing to become leaders in the Internet and computing industry but there are significant differences in their product strategies and tactics. Pricing Strategy Pricing strategy does not always mean employing low price tactics to gain industry dominance, but that is the obvious route. Some companies maintain high prices as a tactic, playing on our psychological tendencies to equate high quality with high prices. Other companies use low-price tactics presenting rebates, special sales and deep discounting. Other tactics that lower the price of purchase include inexpensive financing and delayed payment due dates from 30 days to as long as one year. Marketing Strategy Marketing strategy seeks to target specific consumers with messages that are most likely to draw their attention. It involves seasonal advertising and special promotions as tactics to achieve market dominance. Other tactics that affect market position for a company are acquiring competing companies, becoming the exclusive distributor for popular brands and using pricing tactics to attract customers. Microsoft and Apple are, again, examples of marketing strategy and tactics. Microsoft dominated the market for word processing, spreadsheet, database and email software, making it the most useful to business needs. Apple dominated the graphic design market, which also gave Apple products an excellent reputation among the people who designed and produced graphic media, providing Apple products with an excellent word-of-mouth reputation. They also donated Apple computers and software to schools so children learned on Apple products and hopefully would buy them as adults. Operational Strategy The operational strategy of lowering costs to produce greater profit includes lowering your operational costs by installing the latest computer equipment and enterprise resource planning software, hiring contract employees to avoid paying benefits, establishing several facilities close to your target customers, investing in improved plant and equipment, moving to less expensive quarters and altering the hours of operation to manufacture more or lower the costs of keeping the company open. This is when financial strategy comes into play. Tactics to achieve the strategy of enough money to finance growth may involve factoring or borrowing against your accounts receivable, obtaining payroll financing to be able to pay your employees during times when you have large outflows of money, finding investors or taking your company public. Danis, Summer About the Author Victoria Duff specializes in entrepreneurial subjects, drawing on her experience as an acclaimed start-up facilitator, venture catalyst and investor relations manager. Since she has written many articles for e-zines and was a regular columnist for "Digital Coast Reporter" and "Developments Magazine.

Chapter 3 : Theatre and Acting/Objectives, Obstacles, Tactics - Wikibooks, open books for an open world

Strategy versus 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.

By Lon Safko long Read Every business plan, campaign, or project comes down to Tactics, Tools, and Strategies hence the subtitle of my book. To conceive, develop, and implement a sound social media marketing strategic plan that will be successful needs to have those three critical components. And, many start with developing a sound strategy, then determine which tactics and tools best suits their needs to accomplish their goals. For this example, I will take them in the order of Strategy, Tactics, and Tools. To begin, you may need to do some homework, look around the web, get some thoughts, read a book or two like *The Social Media Bible*, and read some blogs. This will provide some exciting ideas about where you would like to start the process of developing your plan. When you begin to develop your high level strategy you will find that multiple strategies will immediately emerge. You may identify two, three, four, or even a dozen different, sound strategies that will achieve your goals. Continue to develop all of the possible strategies you can until you have either exhausted all of your ideas or developed a list of strong candidates to choose from. The next step is to explore each possible strategy you developed and weigh each one for their ROI Return On Investment. You will have to choose, one or possibly two strategies to begin with. The idea is to increase revenues by augmenting your existing marketing strategy by adding social media as a significant component to your plan. The primary and ultimate goal in any successful business strategy is to increase revenues. Each of the three strategies above are dependent the one another. They are all directly connected to each other and any one; will drive, increase, and improve the remaining two. Be aware that Building Community is more than just a buzz-word. It refers to actually developing a following and engaging our customers and prospects in each of the social media platforms from blogging to microblogging, to Facebook or MySpace, to RSS feeds and comments, to more email list sign-ups. This is accomplished in the same way as we developed the high level strategy. We must realize that Building Community is probably the most ambitious and most resource intensive strategy in the list, while also returning the most significant pay-off of any identified. When we take a close look Building Community and determine our mid level strategies we might find the following list. Given enough resources, you are wise to go back and develop an integrated plan that includes all of the high level strategies you have identified above. Step Three – Low-Level Strategy The third and last step in developing a sound social media strategy is to now choose one of the mid level strategies. So, at this point we have determined that: We are going to implement that strategy both on and off line to fully integrate our existing conventional marketing strategies and our newly developed social media marketing strategies. Once our plan is fully developed we will begin implementation immediately. We need to connect with our audience, demographics, community, customers, and prospects to get them engaged in our brand and increase awareness, which will ultimately increase revenues. We will execute this strategy with in-house staff with only a little assistance from our external marketing company. We will utilize all of the available tactics and tools that social media and the Internet has to offer. Next comes the Tactics. If we know that we want to increase revenues by building community, by driving traffic to our blog, what are all the many ways the ways you can do that? Well the news of the death of the king has been greatly exaggerated. Good content is why people read your blog. Good content is why people come back and read your next blog. Good content is why people RSS feed your blog. And, good content is why people refer your blog to friends, colleagues, and potential customers. Rich Media In the early days of web development when bandwidth was at bits per second, not the , to , bits per second it is today, most every web site only contained text and maybe an image. As bandwidth increase so did the web page content. Great content today needs to include as much richness as possible. SEO Search Engine Optimization Because your blog resides on the Internet in the form of an html web page, every rule that applies to standard web pages still apply to your blog, if you want your posts found and indexed by the search engines. A very basic rule of driving traffic to your blog is the ability to be found; first by the search engines, then by your customers and prospects. Many of the technical necessities are either fully automated or

are provided to you in the form of a widget or plug-in. The second reason is that the search engines will read these alt descriptions and factor them into the overall keywords for your blog and you will get extra points in the search engine page ranking if they match the content. Keyword Meta Tags Just like standard web pages, the search engine is looking for a keyword list in the header of your html code that tells the search engine what you think are the most important list of keywords that it should use when someone types their keywords into the search engine query. The search engine looks at your keywords and the words used in your content and if they match, you get more page rank points. So be sure you have one of the automated keyword suggestion tool plug-ins installed so all you have to do is look at the suggested list of keywords it provides on your blog post and select the ones you think are relevant. There are even plug-ins that search the Internet and look for associated words and popular keyword combinations or keyword phrases and provide those suggestions for one-click addition. A couple of clicks and a ton of extra page rank points! Remember, if you want your prospects to find you, you have to make it easy for them! You can even increase your page rank points if the documents you are linking to such as a Word doc or pdf document also use the same keywords in their titles. These are free and generally only a click to get them to work their magic. An example of this would be to include words like Apple, iPad, Facebook, or Google gratuitously in your blog just to get the search engines to use them as keywords or make those words a priority so that when people type Apple iPad Social Media into a search engine request, your blog comes up in the SERP Search Engine Result Pages. While using these gratuitously is unethical, working them logically into the content when appropriate would certainly help your page rank and drive you to the top of the search engines. Google Juice You can also climb to the top of the search engines by simply having a lot of content. The more content you have which contain the same or similar keywords, the more likely you will come up on page one of a google search for those words. My Google Juice is currently topping , individual pages that reference my me personally. So just by continually creating and posting your blogs, commenting on other blogs, and encouraging others to mention your blog, you gain Google Juice. In this case, more is better. Integration The next factor you should look at applies almost always when incorporating social media into your conventional media mix, and that is Integration. Nearly everyone forgets this very simple exercise; integrate your conventional marketing with your new social media marketing. Social media marketing is identical to conventional marketing, but for only two reasons; social media marketing is two-way communication and it uses different tools. Here are a few ideas to get you started with integration: You get the picture. You can Tweet your blog address and encourage your followers to stop by your blog for better, more complete insights that are greater than characters. This post would have taken more than 30 individual Tweets to send. Also be sure that your blog site is clearly mentioned and obvious on your Facebook Fan page, your LinkedIn profile, and any other social network you are participating in. And when you send out an email blast, be sure your blog address is not only in your automated signature, but also in the content of your email. Tell people to visit your blog. Be sure to set your Google Alerts for all of the keyword phrases you use in your blog. Note which web pages and blogs are returned. Go to each of the top blog sites and participate. Read the blogs and place valuable comments on those blogs. Add new information, a different perspective, maybe argue a different point of view, but participate. Listen first, then participate. You would never walk up to a group, interrupt them, and begin telling them what you sell. That would be completely inappropriate behavior. Step up to the group, listen for awhile, and when you have something of value to add, wait for the right time and add it. You are now part of that trusted micro-community. When the blogger reads your posts and think they are worthy of linking to, you are building a trusted relationship and building Link Love. You can also ask the blogger if you could post an excerpt or all of one of their blogs on your site with a link back to their original blog. When you do that, you are building Link Love and you cooperatively marketing each others blog sites. In this example you would want to take some time to identify or depending upon your expertise have someone identify the best tools available to execute each of your tactics. An example would be: Once you have gone through the above exercise and have reached this point you have completed a fully developed, one successful social media strategy, which can now be incorporated into your existing marketing campaign. Now comes the real effort, the implementation. It takes work and it takes time. Once you have successfully implemented this strategy and are fueled with enthusiasm by the

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results, go back to the top and start again with either a new high level or select one of your mid level strategies and start the process over again. Implementing any successful strategy will increase your awareness, build your brand, engage your community, drive traffic, and ultimately increase your revenues! Below is a graphic of what I have been discussing for all of us out there who are visual. The graph below is a minor over simplification of the intended final product. Author of The Social Media Bible advertisement.

Chapter 4 : Bill Text - AB Courts: frivolous actions or tactics.

Tactics are the actions, projects or events, to reach a particular point or the desired end, whereas the Strategy is defined as a game plan, which can help the organization to achieve its mission and objectives.

Are you committed to implementing a plan to move your company forward? What are the names of the key people who need to buy in to the plan? How will you communicate the plan throughout the company? Will you commit money, resources, and time to support the plan? *Aligning Values with Strategies: Getting results for the Hands on Manager Office Edition*, pp. Most companies include this information in their personnel handbook. So what are informal values? It is the manager who is usually charged with the task of communicating formal or informal values. How does this all relate to strategy? The core idea is that regardless of how market conditions change, when the manager realigns his or her strategy, other organizational elements must also change. The manager should also work diplomatically with senior management in order to facilitate certain changes that require approval. Often, the manager has to entertain both the employees and senior management when working to accomplish strategy changes. *Leaders as Strategic Communicators: Ivey Business Journal 2nd Edition*, pp. Among the important traits of a great leader, being a strategic communicator stands out as the most important. Some leaders are naturally strategic communicators, most of us however, could always be much better. The difference between good and great is usually having a formula, a well thought out plan. A article, in the *Ivey Business Journal*, outlines four steps to follow in order to be an effective strategic communicator. The first step is to assess the context. Push too slow and key initiatives never get traction. The second step is to craft a strategy. Executives communicate a more limited set of messages, first telling employees about key issues, then selling them on the wisdom of their approach. Executives identify key employee concerns and then reply to them. Executives withhold information until necessary. Underscoring a theme is not enough. The fourth and final step in this process is to provoke dialogue. By obtaining feedback, a leader will be able to evaluate his or her own plan and learn any additional insight that maybe useful in the future. I extracted some ideas that seemed to effectively simplify this process. In addition to the preceding points it is essential to reward and recognize positive actions. Other important ideas include leading by example and focusing on consistent positive behavior. Connecting the planners and doers. Retrieved April 1, from the World Wide Web: *Connecting the Planners and Doers*, , appearing in the journal *Quality Progress* presents the Two Rings model developed by the author, Sussland to link business strategy to its implementation. The outer ring of the model includes the key tasks of senior management which are to check, alert, plan and deploy CAPD , in that order. The inner ring includes the key tasks of line management which are to plan, do, check and act PDCA. On the outer ring, check refers to reviewing the strengths, weaknesses, opportunities and threats of the organization through qualitative and quantitative measures. Alert signifies initiating proactive changes and developing contingency plans to respond to future trends. Plan refers to developing the strategic objectives and allocating resources to deploy the plan. When top-down deployment is complete, the process reverses direction. Line management takes over and follows the inner ring processes of planning, checking, doing and acting. The process is complete when roles and responsibilities have been assigned, and resources allocated. Tasks representative of PDCA include the role of operations management to manage the actions planned, the use of resources, processes deployed, products and services delivered and the value chain of customers and suppliers. Successful linking of business strategy and its implementation results in connecting the internal and external environments, connecting the past to the future and connecting all levels and functions of the organization. The Two Rings model is a systematic methodology to accomplish this linkage. *Implementing Strategy* The author found hundreds of articles on grand strategies, and for the most part they all dealt with military or political issues. One would think that after two hours of searching, even someone who is poor at using search strings would have stumbled upon more business related articles. *Resource Management* This proved to be an interesting site in that it took a flash card, or sound bit type of approach to discussing leadership characteristics, and the connections with proper employee resource management. This site also included information on issues such as reward systems and

employee empowerment. In retrospect, this site would probably be a more effective part of the tool kit if it was split up and scattered throughout the tool kit. Three ingredients are necessary for a business to successfully steer a strategic course through market turbulence and become proactive in shaping events and competitive behavior to its advantage. Mission – A strategic mission and vision that articulates the nature of the business and focuses the energies of all parts of the organization toward the task of outperforming the competition. Market – A market orientation in which the beliefs and values that pervade the organization emphasize the need to put the customer first. Measurement – A process for formulating, choosing, and evaluating the best strategy Day, p. Thus, a strategy is decisions and activities that enable a firm to achieve and sustain competitive advantage and to improve its performance. It is a game plan for moving the company into an attractive business position and building a sustainable competitive advantage Thompson, p. Strategy is a directional statement that serves as a central theme guiding and coordinating integrated actions in the pursuit of competitive advantage. It is a compass, not a detailed road map Day, p Strategy is both proactive intended deliberate and planned action reactive adaptive as-needed reactions to unanticipated developments and fresh competitive pressures. A competitive strategy specifies how a business intends to compete in the markets it chooses to serve Day, p5. Steps to Formulate a Competitive Strategy Simply stated, strategy is an action plan that directs a firm in developing a competitive advantage. A pictorial representation of this process is as follows: Formulating a competitive strategy is based upon the steps we have done thus far: Porter, xix-xx Core Competencies What customer needs is our company uniquely qualified to meet? What is the business doing now? What are our core competencies? Identification What is the current strategy? Mission What is our business and what are we trying to accomplish on behalf of our customers? Vision What will our business look like in years from now? Establish Objectives In what areas will our business continue being actively involved in the future? SWOT What is happening internally and externally? What is happening in the environment? Industry Analysis – What are the key factors for competitive success and the important industry opportunities and threats? Competitor Analysis – What are the capabilities and limitations of existing and potential competitors, and their probable future move? Develop Goals What is to be accomplished? Goals are developed after being filtered through a SWOT analysis. What are our specific, measurable targets? How should the firm differentiate and position itself in the target market? What should the business be doing? What are the feasible strategic alternatives given the customer analysis? Formulating a business strategy that yields sustainable competitive advantage requires some of the following actions: Actions to respond to changing industry conditions and other emerging developments in the external environment shifting customer preferences, new government regulations, the globalization of competition, entry or exit of new competitors Actions to capitalize on new opportunities Defensive moves to counter the actions of competitors and defend against external threats Actions to merge with or acquire a rival company or form strategic alliances and collaborative partnerships Efforts to alter geographic market coverage and degree of vertical integration Moves and approaches that define how the company manages key activities. Having identified and evaluated its major competitors, the company must design broad competitive marketing strategies by which it can gain competitive advantage by offering superior customer value. Competitive strategies have been classified to define marketing strategy in terms of a single-minded pursuit of delivering superior value to customers. An competitive advantage typically is based on: Lower costs – Walmart Differentiated product – IMB provides technology products that many business consumers would prefer to own. Harvard proves a business education that is truly unique. Focused – Nordstroms provides products and services that exhibit a unique understanding of the more affluent consumer. Each company must determine which strategy makes the most sense given its position in the industry, its objectives, opportunities, and resources Kotler, p. The firm that carries out that strategy best will make the most profits. There are a host of strategic thrust available. Being innovative, global, entrepreneurial, information technology based, or manufacturing could drive a strategy. The basic differences among competitive strategies are: Any complex strategy uses one of these as the basis. Michel Porter, an influential strategy researcher, has classified competitive positioning strategies: The difference among the three generic strategies are illustrated in the following chart: The following are the most basic strategies. Overall Low Cost Leadership Strategy This

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strategy focuses on appealing to a broad spectrum of customers based on being the overall low-cost provider of a product or service. Overall low cost does not refer solely to price.

Chapter 5 : Strategic and Tactical Planning: Understanding the Difference - SmallBizLink

Tactics are much more concrete and are often oriented toward smaller steps and shorter timeframes along the way. They involve best practices, specific plans, resources, etc. They involve best practices, specific plans, resources, etc.

History[edit] Direct action tactics have been around for as long as conflicts have existed but it is not known when the term first appeared. The radical union the Industrial Workers of the World first mentioned the term "direct action" in a publication in reference to a Chicago strike conducted in 1904. American anarchist Voltairine de Cleyre wrote an essay called "Direct Action" in which is widely cited today. In this essay, de Cleyre points to historical examples such as the Boston Tea Party and the American anti-slavery movement , noting that "direct action has always been used, and has the historical sanction of the very people now reprobating it. However, by this time the US anarchist and feminist Voltairine de Cleyre had already given a strong defense of direct action, linking it with struggles for civil rights: Over and over they were arrested, fined, and imprisoned It would be torn down in Many campaigns for social changeâ€”such as those seeking suffrage , improved working conditions, civil rights , abortion rights or an end to abortion, an end to gentrification , and environmental protectionâ€”claim to employ at least some types of violent or nonviolent direct action. Some sections of the anti-nuclear movement used direct action, particularly during the 1970s. Groups opposing the introduction of cruise missiles into the United Kingdom employed tactics such as breaking into and occupying United States air bases, and blocking roads to prevent the movement of military convoys and disrupt military projects. In the US, mass protests opposed nuclear energy, weapons, and military intervention throughout the decade, resulting in thousands of arrests. Many groups also set up semi-permanent " peace camps " outside air bases such as Molesworth and Greenham Common , and at the Nevada Test Site. Environmental movement organizations such as Greenpeace have used direct action to pressure governments and companies to change environmental policies for years. On April 28, 1999, Greenpeace activists, including Phil Radford , scaled a crane across the street from the Department of State, calling on world leaders to address climate change. Anti-abortion groups in the United States, particularly Operation Rescue , often used non-violent sit-ins at the entrances of abortion clinics as a form of direct action in the late 1980s and early 1990s. Voluntarist activist Adam Kokesh being arrested after a nonviolent protest against the Iraq war in 2003. Anti-globalization activists made headlines around the world in 1999, when they forced the Seattle WTO Ministerial Conference of 1999 to end early with direct action tactics. The goal that they had, shutting down the meetings, was directly accomplished by placing their bodies and other debris between the WTO delegates and the building they were meant to meet in. Activists also engaged in property destruction as a direct way of stating their opposition to corporate culture â€”this can be viewed as a direct action if the goal was to shut down those stores for a period of time, or an indirect action if the goal was influencing corporate policy. One of the largest direct actions in recent years took place in San Francisco the day after the Iraq War began in 2003. Twenty-thousand people occupied the streets and over 2,000 people were arrested in affinity group actions throughout downtown San Francisco, home to military-related corporations such as Bechtel. See March 20, 2003, anti-war protest. Direct action has also been used on a smaller scale. Refugee Salim Rambo was saved from being deported from the UK back to the Democratic Republic of the Congo when one person stood up on his flight and refused to sit down. After a two-hour delay the man was arrested, but the pilot refused to fly with Rambo on board. Salim Rambo was ultimately released from state custody and remains free today.

Chapter 6 : tactics - Dictionary Definition : www.nxgvision.com

Your tactics are the specific actions, sequences of actions, and schedules you will use to fulfill your strategy. If you have more than one strategy, you will have different tactics for each.

Students will show their ability to write proper objectives and tactics by completing a basic scoring of objectives and tactics into their scripts. Students can be assessed on their participation in the Objective Detective game and the class discussions. Direct the students to answer these questions in their writing: What were their tactics? Did the tactics work? Ask for a few volunteers to read their writing out loud. Direct the students to pay careful attention to the video clip for how the objectives of different characters affect each other. What do the characters do to reveal their objectives? Chandler and Joey each had an objective and it was apparent because of the different tactics each character tried. Explain that objectives are the goals of a character and tactics are the methods that a character employs to get what they want. As demonstrated by the video clip and the examples of student writing, objectives are affected by the people around us. Tell them that they will be performing in a small scene with another student and that their goal is to achieve their objective before the end of the scene. After every student has had a turn to play, ask the students: Step Five

Instruction Using examples from the game to help students learn which objectives are more effective, teach students a formula for writing and acting objectives. Write the formula on the board for students to see. Acting using objectives and tactics should look like this: Explain the difference between acting objectives versus emotions. Highlight how observation, listening, reacting, and improvising are essential to playing tactics and objectives. Actors have to observe and listen to their partners carefully to determine whether or not their tactic worked to get their objective. Step Seven

Group Practice Direct students to practice writing their own objectives with their partner for their scenes from *Almost, Maine*. They should be including how they will know whether or not they accomplished their goal, following the pattern from in-class practice. Show the students the example of a scored script, informing them that they will need to turn in their scripts scored on final performance day. When they feel like their writing is polished, students should write their objectives and tactics in their scripts. Remind the students to note the evidence that the character needs to know whether or not they achieved the objective. I want B to apologize. I want A to offer forgiveness. I want to play a game with B. I want A to leave me alone. I want to make B cry. I want to make A laugh. I want A to tell me that I am right. I want B to come to the party. I want B to do my homework. I want A to do my chores. I want to B to ask my friend out on a date. I want to ask A on out a date. I want to borrow money from B. I want A to loan me the car.

Chapter 7 : Strategies And Tactics: Do You Know Why You Are Doing What You Do?

Tactics are the specific actions you take to implement the strategy. Tactics are what you plan to do to amplify the emotion you're trying to provoke. For example, building a stronger sense of community to reduce loneliness is a strategy, but initiating discussions about how people got into the field to increase self-disclosure is a tactic (a.

It can be a caution that prevents the organization from uncertainties. Tactics are subordinate to, as well as in support of the strategy. There can be an end number of tactics in a single strategy. Formulated by the middle-level management, i. They are made according to the prevalent market conditions. Hence, changes are frequently made. Definition of Strategy A master plan, designed by the organization to fulfill its overall objectives is known as a strategy. It has the same meaning in the business context also. The strategy is formulated by the top level management, i. Its formulation requires an in-depth analysis regarding: Why is it to be formulated? How can it be executed? When is it to be executed? What will be the order of actions? What will be the result? What will be the reaction of rivals? Key Differences Between Tactics and Strategy The following are the major differences between tactics and strategy: Tactics are the properly organized actions that help to achieve a certain end. The strategy is the integrated plan that ensures the achievement of organization objectives. Tactics is a subset of strategy, i. Tactics try to find out the methods through which strategy can be implemented. Conversely, Strategy is a unified set of activities that can help the organization to gain an advantageous position. Tactics are formulated by middle-level management, whereas top level management formulates a strategy. Tactics involve lower risk as compared to strategy. Tactics are preventive in nature while Strategy is competitive in nature. Tactics are defined as a trip, i. Tactics frequently change with the changes in the market conditions; however, the strategy remains same for a long period. Tactics have a reactive approach, unlike strategy. Tactics are made for coping with the present situation. In contrast to strategy, they are made for future. Conclusion The strategy is about choosing the best plan for accomplishing long-term goals of the organization. Tactics instant reaction of the organization, in response to the changing business environment. For a business entity, both the tactics and strategy are important. It should be kept in mind while making strategies or tactics that the tactics match with the strategy. Similarly, the strategy should consider the tactics. If these two work in tandem, then the outcome will always be positive, and the risk of failure will be reduced to a large extent.

Chapter 8 : What is the Difference Between a Strategy and a Tactic?

Your tactics help you answer the question, "How are we going to accomplish our goal?" Ultimately, a good way to think about the difference between the two is that strategy acts as a guide to a set of actions that various departments or teams will undertake.

Top 10 amazing movie makeup transformations

The word strategy derives from the Greek word *strategos* which translates to the art of the general. This is often confused with tactics, from the Greek *taktike*. *Taktike* translates as organizing the army. In modern usage, strategy and tactics might refer not only to warfare, but to a variety of business practices. Essentially, strategy is the thinking aspect of planning a change, organizing something, or planning a war. It lays out the goals that need to be accomplished and the ideas for achieving those goals. Strategy can be complex multi-layered plans for accomplishing objectives and may give consideration to tactics. Tactics are the meat and bread of the strategy. Tactics refer specifically to action. In the strategy phase of a plan, the thinkers decide how to achieve their goals. In other words they think about how people will act, i. They decide on what methods will be employed to fulfill the plan. The tactics themselves are the things that get the job done. Strategies can comprise numerous methods, with many people involved in attempting to reach an overall goal. While strategy tends to involve the higher ups of an organization, tactics tend to involve all members of the organization. Ad Another term related to these in military operations is logistics. Logistics refers to how an army will be supported so they can employ tactics. Logistics form a part of plan, for example, when one looks at providing a military force with weapons, food and lodging. When one first starts the game, one is dealt cards that assign owned countries to each player. Players then place military units in each of their countries. Having a plan is an important part at the beginning of a game. Each move will be a focused attack on other players who occupy territory in South America.

Sometimes it's really tough finding the right tactics(actions) to assign to your acting beats. Jess DeGroot put together this awesome list of verbs to use when you do.

But it also showed that people were using their baking soda for all kinds of things besides baking. That was the insight that drove the strategy. However, when they decided to introduce toothpaste and laundry detergent, the competition became fierce. The shift away from the traditional American homemaker directly affected baking soda sales. Good brand strategies reach way beyond the marketing department. A great strategy does not depend on brilliant tactics for success. If the idea is strong enough, you can get by with mediocre tactical execution. Some people confuse marketing strategy with marketing objectives. They are not synonymous. The top three circles represent strategy. All the activities in the blue circles are tactics. And not even very good goals. Any number of strategies can be used to achieve a business goal. In fact, it often takes more than one strategy to achieve a lofty goal, and each strategy involves its own unique tactical plan. So a strategy was born. After that, their entire operation revolved around the promise of minute delivery. They built a hell of a strategy around a simple, tactical idea. That strategy worked well for more than 20 years until a lawsuit forced them to abandon it. Must be a tactic. What if we could screen all web content for factual errors and eliminate some of this confusion? The fact is, even the sharpest marketing people need help sometimes. BNBranding can help take your business to the next level by devising a unique new strategy and executing it in creative ways. We can help you align your marketing strategy with your tactics. It starts with an affordable, unbiased, yin-yang assessment of your current marketing efforts.