

# STRATEGY ON ONE PAGE

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*From goal to action in five steps*

## 1. **GOAL** = the end result

- Minimum: what you must achieve (1% from failure)
- Maximum: what you realistically can achieve (101% success)
- Clear goals are the prerequisite for feeling success and recognising failure

## 2. **STRATEGY** = prioritised actions

- Describe 3-5 actions that lead to the goal
- Prioritise according to resources
- Deselect everything that leads away from the goal

## 3. **TACTICS** = how the actions are performed

- What is needed to perform the action?
- How, and with what means?
- Be concrete. Abstractions rarely translate into action

## 4. **OPERATION** = where and when

- Define place, time and deadline
- Assign one person responsible per action
- Transforms strategy and tactics into concrete steps

## 5. **EVALUATION** = learning and adjustment

- What went well and why?
- What went wrong and why?
- What should be done differently next time?
- Which learnings to share, and with whom?

**The biggest challenge is following the strategy.**