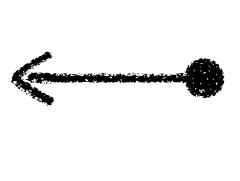Strategy is a **coherent plan** to **achieve a goal** that will lead to **significant positive change** ← • Strategy should achieve a goal

Strategy is a **coherent plan** to **achieve a goal** that will lead to **significant positive change** ← ● Strategy should be coherent