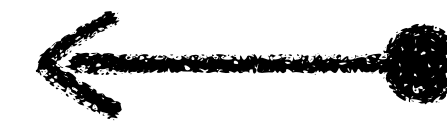


Strategy is a **coherent plan** to
achieve a goal that will lead to
significant positive change



How does
he show
the goal is
achievable
?

“we have examined
where we are strong
and where we are
not, where we may
succeed and where
we may not... **we
possess all the
resources and
talents necessary**”

