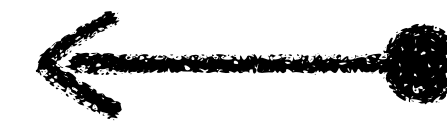


Strategy is a **coherent plan** to
achieve a goal that will lead to
significant positive change



What was
the
concrete,
tangible
goal?



“before this
decade is out
[to] **land a man
on the moon
and return him
safely to earth**”