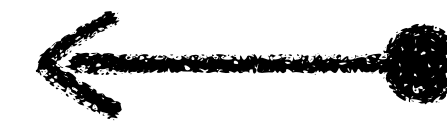


Strategy is a **coherent plan** to  
**achieve a goal** that will lead to  
**significant positive change**



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**”

