

Strategy tells us

Where are we going?

What will be different when we get there?

Where are we now?

How are we going to get from here to there?

What might stop us and how will we overcome that?

1. Diagnose the problem

what is the true nature and extent of the problem? what are we really trying to achieve? what's really going on here?

2. Find the unifying idea

what overall approach will enable us to cope with and overcome the obstacles identified in the diagnosis? what is the common thread in the problems we've found? where can we focus in order to apply leverage?

3. Craft a coherent plan of attack

what is the co-ordinated set of actions or steps we should take that will work together to accomplish our goal?