

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



Strategy
should be
coherent

coherent

kə(ʊ)'hɪər(ə)nt/

adjective

1. (of an argument, theory, or policy) **logical and consistent**

‘they failed to develop a coherent economic strategy’

2. **Forming a unified whole**

‘the arts could be systematized into one coherent body of knowledge’