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What is “Strategy”?



STRATEGY

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□ The strategy answers the question “Which road do you take?”.

🔗 A good strategy includes both strategic goals and the operational measures necessary to achieve them.



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3 To an extent, the strategy both encompasses and supports the purpose, vision, mission, and culture.

4 The strategy enables your organization to concentrate and coordinate its actions towards the desired objective by following a clear roadmap, broken down into specific milestones to measure your progress.



Impact that matters.

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