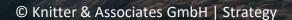
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What is "Strategy"?



STRUTTE CY

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.



STRUTTE OT

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

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.



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Impact that matters.



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