



STRATEGIC PLANNING EFFECTIVENESS

THE POWER OF HOW AND WHY



IF YOU CAN KEEP
ASKING HOW
THEN YOU DON'T HAVE ALL THE DETAILS.
IF YOU ASK HOW AND IT CAN'T BE ANSWERED
THEN THE TACTICS ARE INCOMPLETE.



IF YOU CAN KEEP
ASKING WHY
THEN YOU DON'T HAVE ALL THE STRATEGY.
IF YOU ASK WHY AND IT CAN'T BE ANSWERED,
THEN THE STRATEGY IS INCOMPLETE.