

STRATEGIC PLANNING EFFECTIVENESS THE POWER OF HOW AND WHY

MISSION

EG. EXPLORE THE UNIVERSE

STRATEGIES

PUT A COLONY ON MARS

TACTICS

ASK FOR VOLUNTEERS

PLAN

PICK FIVE

MY ROLE

WRITE THE ASTRONAUT SPECS

ASKING HOW

THEN YOU DON'T HAVE ALL THE DETAILS.

TACTICAL

ASK HOW?

IF YOU ASK HOW AND IT CAN'T BE ANSWERED THEN THE TACTICS ARE INCOMPLETE.

IF YOU CAN KEEP

ASKING WHY

ASK WHY?

STRATEGIC

THEN YOU DON'T HAVE ALL THE STRATEGY.

IF YOU ASK WHY AND IT CAN'T BE ANSWERED,

THEN THE STRATEGY IS INCOMPLETE.

