



Align Your Strategies, Tactics, and Resources for Success

*“Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.”
Sun Tzu—The Art of War*

Business isn't war but it is competitive. Your success and survival depends on your ability to plan your strategy, implement your tactics, and deploy your resources effectively.

Every business, regardless of industry, size, or market depends on efficiency and effectiveness in planning and executing its business model and serving its clients—not simply to a level of satisfaction but to a point of delight and devotion. The best way to reach your prospects, turn them into leads, create a transaction, and earn a lasting relationship is by capturing their attention and earning their trust. How? Through consistency in your value proposition and congruency in meeting their needs.

What is “strategy”? It's more than a plan. It's a well-thought-out map of approaching your market and managing your business. Strategy is the overarching blueprint of objectives used to guide, direct, and move your business forward toward your goals.

A clearly defined strategy should reflect your major outcomes you want to achieve in your business. It should reflect the vision you have for yourself and your business. Your strategy statement should be the “umbrella” under which you operate and measure your business.

What are “tactics”? Quite simply they are the aligned activities and actions your take on a measured and routine basis to advance your strategy and major business objectives. These are movements of your business in the areas of sales, marketing, finance, and operations that go into making your business work on a daily, weekly, monthly, quarterly basis.

The best-laid strategy and the most-well-intended tactics will not be implemented or executed effectively without adequate resources. Your resources include money, equipment, people, expertise, and anything and everything necessary to carry out your business tactics on a consistent and reliable basis.

Quite simply, in order to become and remain a profitable and productive business you have to have an alignment of your strategy, tactics, and resources.

How do you go about doing that?

First, understand it is a top-down and a bottom-to-top process.

Let's begin with the "top-down".

Begin by asking yourself "what do I want to accomplish in my business and why" (strategy setting).

Next, ask the question, "In order to achieve my goals for my business what has to happen, what needs to be done, and how is it going to happen" (tactical assessment)

Finally, ask yourself, "What resources will/do I need and what resources do I have or lack" (resource analysis).

Once you've gone through the process determine two things—how will you access or obtain the resources you lack and once you have the resources you need, how will you deploy them to execute your strategy and tactics?

In some cases, the essential resources you need might not be available to you in the timing or amounts necessary in which case you might have to adjust or redefine your tactics or strategy. This is the "bottom-to-top" process.

It's often somewhere in the middle of the "ideal world" of your business and the "current reality" of your business the two processes will meet. Don't settle simply for "what is" in your business, begin to build a model to move forward. Get creative to access the resources that you need. Use strategic alliances, barter, hiring, outsourcing, mentoring, masterminding, and resources like The 10 Day Turnaround to help you bridge the gaps in resources between what you have and what you need.