

**AXLE CREATIVE**

# Strategy vs Tactics

**Transform action into results**

A goal is the long-term destination you are working to achieve. A strategy is the course of action that will get you there. A tactic is an action-step to bring your strategy to life.

## **PROJECT**

What are you working on?

## **GOAL**

What is your aspiration?

## **STRATEGY**

How will you achieve your goal?

## **TACTICS**

Break down your strategy into actionable items

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>