



TIP OF THE WEEK

February 13, 2007

A guy called me the other day; he said, "I don't understand all this strategy stuff. We're operating guys, we're tactical people, we just act." I said to him, "We're tactical guys too. But if you do tactics without a strategic framework, then you're just a firefighter." Strategy is about making choices - deciding what we will do and what we won't do. A strategy would be deciding to sell into a new market. Tactics are actions that implement strategy, like deciding which salesperson to hire to service that new market. Here's an old Sioux proverb: "if you don't know where you're going, any path will take you there, even in a circle." Choose the path you want your company to travel, and make sure everyone who works there knows it too. That's strategy. Once you've got one, then you can design effective tactics to achieve your goals.

Good luck. Work **ON** your business. Stay in touch.

51 HOLLAND
AVENUE
WESTFIELD
MASS
01085-3730

The Markens Group

Ben Markens

[413] 562.8405 FAX [413] 562.8406