



Strategy vs. Execution

Strategy and execution are like architecture and construction: they are equally essential. And, wholly interdependent. One cannot fulfill without the other.

Strategy is making decisions

1. What business should we be in?
 2. How will we add value to that business's performance?
 3. Who is our target customer?
 4. What is the value proposition for those customers?
 5. What capabilities do we need to be distinctive at in order to deliver the value proposition?
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Execution is results

Five leadership tools to motivate the execution:

1. Vision: The future and our place in it.
2. Mission: What we try to achieve.
3. Purpose: Gives all of this meaning. Why?
4. A plan: The actions.
5. Goals: What are they?

We're a national design company on a mission to help brands transform what is — to what could be.

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