

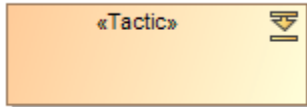
Tactic

Description

A Tactic is a Course of Action that represents part of the detailing of Strategies. A Tactic implements Strategies. For example, the Tactic “Call first-time customers personally” implements the Strategy “Increase repeat business.”

Tactics generally channel efforts towards Objectives. For example, the Tactic “Ship products for free” channels efforts towards the Objective “Within six months, 10% increase in product sales”.

Notation



Related elements

- [Means Concepts](#)
- [Mean Concept Relationships](#)

Related diagrams

- [Business Motivation Diagram](#)
- [Process Definition Diagram](#)