

Vision, Strategy, and Tactics in Everyday Life

How to make *what you do* serve *who you are*.

It's a common problem: How do I keep my eye on the ball in the face of 100 day to day distractions? How do I focus on what's important, rather than what's urgent?

The answer: A rational approach to tie *vision*, *strategy*, and *tactics* together.

Vision

Definition: A simple statement of what matters most to you — who you are, or who you *really* want to become. Your “theme song.”

- An easy, daily reminder of what matters
- Your yardstick: Easy way to immediately gauge the value of what you are doing right now
- An easy way to decide what to do in each moment
- Must be short, simple, easy to remember

Examples:

In 2007, I am a man who:

- Educates and guides young people, *or*
- Create beautiful things people want to use, *or*
- Promotes and supports the health and growth of my family, *or*
- Is successful, balanced, peaceful, and full of life.

How to Formulate Your Vision and Put it Into Words

People tend to be paralyzed when they try to form a vision because they think it's got to be huge and grand, permanent, and “right.” Not so!

- Your vision can — and will — evolve!
- Best way to find out what your vision *really* is: Make your best guess. Then start executing. What you *really* do or don't do will tell you what you *really* care about.
- Discipline is hugely helpful. Do something that serves your vision *every week* (or every day). In a short time, this practice will tell you whether the vision is working for you *and* will tell you what to change.
- Hint: After you work on it, ask the men on your team to tell you what they think your vision is!

Strategy

Definition: A few categories of tactics that serve your vision.

- Generally 3-8 strategies
- Seldom change (maybe one change a year)
- High-level. Not defined by specific goals. (Example: “Better health” might be a strategy; “lose 10 pounds by birthday” would be a tactic.)

- Your tactics should serve your strategies; your strategies serve your vision.

Examples

- Career
- Family, Relationships
- Health
- Finances
- Spiritual

How to Assess and Manage Your Strategies

- Post your strategies, along with your vision, somewhere you see it often.
- Revisit and edit them at a specified time (e.g. twice a year).
- Review them with your Team periodically. Great for the man, and for the Team!

Tactics

Definition: Tasks and goals you can actually do.

- Generally measurable and definable by goals.
- Generally include deadlines.
- Each tactic should serve your strategies.
- You should have few strategies, but may have dozens of tactics.
- Strategies tend to be static; tactics change often.

Examples

- Walk dog daily
- Write a chapter of my children's book each week
- Take two vacations a year.
- Update my resume this month.
- Have sex (with a partner) twice a week.

How to Manage Tactics

- Most important is to develop a discipline around what deserves your attention. You should *always* be thinking about how the tactic does or does not serve your vision and whether it serves a strategy.
- That does not mean you should never work on tactics that don't serve — but be aware.
- There are 1000 time and task management books, methods, and devices. It's like exercise: You need to find out which one works for you. The best system is one you actually use.
- Review your tactics when you review your strategies and assess how well they serve.
- Monitor your performance on your tactical items often – at least weekly seems to work for many men.
- Use a coach or your Team for support – some teams do personal goals check-ins on a regular basis. If your whole team is not up for this, find one other committed man on your team who will “buddy up” with you.

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