



**Compliments of  
Lawrence Poole**

## ***On dreams and vision***

**...and objectives, goals, timelines, strategies and tactics.**

Many people don't understand what defines the art of making dreams come true. They don't know the differences between a dream and a vision for example, between an objective and a goal, or between a strategy and a tactic.

Teams struggle because even leaders are hazy on the concepts. And because members have false perceptions, they can't really complement each other.

People don't know where to focus their energy as time and again, the same kind of questions or problems keep popping up. For example, a sales department struggles with - *What is a customer worth?* or *How much do product costs us?* or *How should we sell that? To whom, why, when & where?* This because they don't understand the notion of marketing strategy and they've failed to set up proper guidelines.

The basic idea is this - Dreams must lead to a personal vision, then a set of objectives and then concrete goals. If these are not properly defined, people imagine poor strategies and ineffectual tactics, and their goals become unrealizable

Let's go through the basics. Here's a primer on what different strategic terms mean:

- **Dreams are your ambitions or aspirations** – They determine what you want from your future.
- **Vision is a mental picture of how to get there** – It must define the general path you will take. In a vision, you must see what YOU ARE DOING to make the dream come true.
- **Objectives** are the concrete steps that you must take on that path, to actualize the vision.
- **Goals** divide your objectives into manageable parts and as such they determine your **time line** and thus how you will measure your progress.
- **Strategy** describes *how to* accomplish your goals. Once you've evaluated the parameters and weighed various approaches, you must design a plan of action that tells how you will reach the goals and accomplish the objectives.

- **Tactics** are the tools and techniques that will allow you to implement your strategy.
- **Art** is the doing.

**Sun Tzu** wrote in his classic *The Art Of War*, "*Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before the defeat.*"