

Questions

Who sets tactical/divisional objectives?

Set by senior managers for each department or division

Who sets strategic/corporate objectives?

Set by board of directors or very senior managers

What is the time for tactical/divisional objectives?

Shorter-term goals (6-12 months)

What is the time for strategic/corporate objectives?

Longer term goals for the whole organisation (next few years)

What resources are committed to tactical/divisional objectives?

Involve fewer resources than strategic objectives

What resources are committed to strategic/corporate objectives?

Often high-risk objectives involving many resources

How easy is it to reverse or change tactical/divisional objectives?

Often easier to change or reverse

How easy is it to reverse or change strategic/corporate objectives?

Difficult to reverse or change once established

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