

Difference Between Strategy and Tactics

Strategy and tactics are two arms of the same concept, while one deals with planning, the other deals with execution. The table below clearly explains the difference between strategy and tactics.

Strategy VS Tactics

Difference Between Strategy and Tactics		
Attribute	Strategy	Tactics
Meaning	A wireframe or blueprint of the path a company needs to take in order to manifest its long and short-term goals, vision and mission.	A precision-based, focus-oriented action devised to achieve one specific goal of a company is called a tactic.
Fundamental concept	Strategies are basically plans in exhaustive detail that help companies achieve their goals.	Tactics are the pathway or the action that the company needs to take in accordance with the strategies laid out for the same.
What it is?	It is a plan of action.	It is the action taken on the plan laid out.
Who creates it?	Officials of the top tier; the decision-makers.	Employees of the mid-tier at an organisation implement it.
What is its nature?	Strategy is formulated to help companies stay in the competition and preferably beat it. So, it is competitive.	Tactics are deployed to be preventive of undesirable outcomes. So, they are preventive.

What kind of approach does it use?	Strategies use a proactive approach using analytics and forecasts.	Tactics use a reactive approach.
What is its outlook?	Strategies always have an outlook towards the future of an organisation.	Tactics always focus on the present task at hand.
What does it focus on?	Strategies are purpose-focused.	Tactics are task-focused.
How flexible is it?	Once formulated, strategies are not very flexible.	Tactics can be improvised, therefore they are highly flexible.
Is it risky?	Strategies can be hit or miss, therefore they have high risk.	Tactics focus on doing, therefore they are low risk.

Strategy and Tactics

Both strategy and tactics are crucial for a corporate entity. When developing strategies or tactics, it is important to keep in mind that they should complement one another. Below we have provided the difference between strategy and tactics along with a basic introduction about them.

What is Strategy?

Strategy can be defined as a guideline of action that the managerial officials of an organisation adopt in order to achieve short-term and long-term goals. It acts as a framework with various arms and components according to which an organisation moves to achieve the desired state of existence.

The management uses a collection of corporate manoeuvres and actions known as a "strategy" in order to maintain operations, secure a competitive market position, efficiently compete in the marketplace, and meet organisational goals. Strategies are focused on taking action and are not dependent on generalisations.

What are Tactics?

A Tactic can be defined as a particular action mobilised towards achieving a specific end result. In simpler words, a tactic is a single

action that an organisation mobilises to achieve one specific goal; or a single method deployed towards an end that was set as one of the goals of the organisation.

The strategy is in charge, and the tactics work together with and in support of it. One strategy may contain an infinite number of tactics. Department heads or divisional managers, who make decisions at the middle management level, are in charge of developing tactics while keeping the company's overarching strategy in mind.

Key Difference Between Strategy and Tactics

The key difference between strategy and tactics is given below.

- The well-planned acts that assist in achieving a goal are known as tactics. The strategy is an all-encompassing plan that guarantees the accomplishment of organisational goals.
- Tactics are a part of a strategy, they are useless without them.
- Middle-level management develops tactics, but top-level management develops a strategy.
- As opposed to strategy, tactics are less risky.
- While strategy is competitive in nature, tactics are preventive in nature.

