

Tools for Knowledge Workers

Strategy vs Execution Matrix

		Strategy	
		Lousy	Excellent
Execution	Excellent	"Shooting Yourself in the Foot"	"A Fighting Chance"
	Lousy	"Doomed from the Beginning"	"A Botched Job"

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Your strategy can be right or wrong and your execution of it can be good or lousy. (The same relationship exists between a solution and its implementation or a plan and its execution.) The interplay of the possible combinations yields the matrix shown above. It also suggests that execution is the difference between strategy as envisioned and strategy as realized. (Ditto for plans and solutions.) For more about the implications of this matrix, click [here](#).

