

## EFFICIENT DEVELOPMENT OF STRATEGIES AND TACTICS TO ACHIEVE YOUR GOALS

### РЕЗУЛЬТАТИВНАЯ РАЗРАБОТКА СТРАТЕГИЙ И ТАКТИК ДЛЯ ДОСТИЖЕНИЯ ПОСТАВЛЕННЫХ ЦЕЛЕЙ

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#### Аннотация:

В данной статье рассматривается вопрос о результативности разработки стратегий и тактик для достижения поставленных целей. Отмечено о важности эффективного планирования и организации действий для успешного достижения целей организации.

**Ключевые слова:** стратегия, тактика, цель, результативная разработка.

#### Abstract:

This article examines the issue of the effectiveness of developing strategies and tactics to achieve set goals. It's noted about the importance of effective planning and organization of actions for the successful achievement of organizational goals.

**Key words:** strategy, tactics, goal, effective development.

#### Introduction

The resulting development of strategies and tactics to achieve set goals is a key factor in the success of an organization. This process is the systematic and purposeful planning and organization of activities aimed at achieving the organization's goals. Goals play an important role in defining the direction and purpose of an organization. They help define what the organization aims to achieve and what kind of success it wants to achieve in the future. However, achieving these goals requires developing effective strategies and tactics. Strategies define the overall plan of action that allows



the organization to achieve its goals. They cover the main directions and priorities that must be taken into account when making decisions and developing tactics. Tactics, in turn, represent the specific steps and activities that must be taken to implement the strategies. Effective development of strategies and tactics requires taking into account internal and external factors, analysis of the market, competitors and customer needs. It also requires a clear understanding of the organization's strengths and weaknesses, as well as the benefits it can leverage to achieve its goals. In this context, effective development of strategies and tactics becomes a critical factor for the success of an organization. It helps an organization stay focused on its goals, make informed decisions, and use its resources effectively to achieve success. Below is information about the stages of effectively developing strategy and tactics for achieving organizational goals.

**Table #1. Stages of effective development of strategies and tactics to achieve the organization's goals<sup>1</sup>**

At the first stage, a situation analysis is carried out	which includes the study of internal and external factors affecting the organization. This allows you to determine the strengths and weaknesses of the organization, as well as identify opportunities and threats in the external environment.
At the second stage, a strategy is developed	defining the general plan of action to achieve the goals. Strategy must be based on analysis, take into account the organization's competitive advantages, and be expressed in clear and specific goals.
Then, tactics are being developed	which represent the specific steps and activities required to implement the strategy. Tactics are determined taking into account the organization's resources, market conditions and goals, and must be specific, measurable and realistic.
Effective development of strategies and tactics	includes continuous monitoring and analysis of results to adjust and improve plans during their implementation. This allows the organization to be flexible and adapt to changing conditions and achieve its goals efficiently and effectively.

<sup>1</sup> Prepared by the author during the research.



Besides, effective development of strategies and tactics plays a key role in achieving the company's goals. Here are a few steps you can take to successfully develop strategies and tactics<sup>2</sup>:

1. **Clearly Define Goals:** Before developing strategies and tactics, it is necessary to clearly define the goals that the company wants to achieve. Goals should be specific, measurable, achievable, relevant and time-bound (SMART criteria). For example, the goal could be to increase annual revenue by 20% or launch a new product in the market within the next year.
2. **Analysis of the internal and external environment:** It is necessary to analyze the internal and external environment of the company. Internal analysis involves assessing the company's strengths and weaknesses, such as unique skills, resources, organizational culture, etc. External analysis includes an assessment of opportunities and threats associated with the market environment, competition, legislation, technological trends and other factors. This analysis will help identify key points that need to be taken into account when developing strategies and tactics.
3. **Selection of strategic directions:** Based on an analysis of the internal and external environment of the company, it is necessary to select strategic directions. Strategic direction defines the overall approach to achieving goals and may include aspects such as market segmentation, competitive advantage, innovation, collaboration with partners, etc., for example, a company may choose a product differentiation strategy, focus on a specific market segment, or strive for leadership at cost.
4. **Development of tactics:** After choosing strategic directions, it is necessary to develop specific tactics that will help implement the chosen strategy. Tactics include specific actions and activities that must be taken to achieve strategic goals. For example, this could be developing a new product, launching a marketing campaign, establishing a partnership, or introducing a new technology. Tactics should be related to the chosen strategy and cover various aspects of the business such as marketing, operations, finance, etc.
5. **Measurement and Adjustment:** Once strategies and tactics are developed, it is important to have a measurement and monitoring system in place to evaluate their effectiveness and make necessary adjustments. Key performance indicators (KPIs) must be defined for each strategy and tactic so that their implementation and results can be tracked. Regular KPI measurement and analysis will help you

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<sup>2</sup> <https://www.linkedin.com/pulse/long-term-success-requires-strategic-business-forecasting/>



determine how successful your chosen strategies and tactics have been and make the necessary adjustments to achieve your goals.

6. Flexibility and adaptation: The strategies and tactics developed should not be rigid and immobile. In today's rapidly changing business environment, it is important to be flexible and able to adapt to new conditions. Periodic review of strategies and tactics, as well as taking into account changes in the internal and external environment, will allow the company to remain competitive and achieve its goals.

### **Conclusion**

It is important to remember that the effectiveness of developing strategies and tactics depends on many factors, including the quality of analysis, making informed decisions, effective execution of plans and competent management of resources. A team consisting of experienced and competent individuals who can collaborate and make joint decisions is also an important success factor in developing strategies and tactics.

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