



Teacher guide

Strategy and tactics - Zurich

Where does the lesson fit?

This session would fit in an objectives and strategy module. It could follow a session on aims and objectives so students can see how the aims, objectives and vision can be achieved in a business through the strategy and tactics it adopts.



Suggested resources & activities related to strategy and tactics and Zurich

- Full Zurich case study
- Aims, Objectives and Vision PowerPoint
- Aims, Objectives and Vision lesson resources
- Zurich crossword
- Zurich word search

Suggested timings for the session

10 mins	Starter e.g. Zurich crossword
5 mins	Use the Aims, Objectives and Vision PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
25 mins	Task – information leaflet
5 mins	What have you learned?

Answers to questions

1. What is meant by strategy?
A strategy is a long term plan by which the aims and objectives are met.
2. Describe the meaning of tactics.
Tactics are the shorter term activities that an organisation puts in place to implement its strategy.
3. Explain why market research is important when deciding on business strategy.
Market research finds out what is important to customers. It also finds out what a business is doing well and what it could improve on. The results of the market research can inform strategy and allow managers to allocate resources appropriately.



THE TIMES 100

BUSINESS CASE STUDIES

4. Analyse the importance of having business strategies.
A business strategy helps an organisation to meet its aims and objectives. The aims and objectives outline what the business wants to achieve, but does not show how it is to go about achieving it. The strategy looks at the long term plan of how to achieve these things.

What have you learned?

Expected learning is likely to include:

- Meaning of strategy
- Meaning of tactics
- Examples of each
- The link between strategy/tactics and aims/objectives.