



THE TIMES 100

BUSINESS CASE STUDIES

Teacher guide

Strategy and tactics - NATS

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 NATS and strategy and tactics:

- Full NATS case study
- Aims, objectives and vision PowerPoint
- Aims and objectives lesson resources
- NATS crossword
- NATS word search

Suggested timings for the session

10 mins	Starter e.g. NATS crossword
5 mins	Use the Aims, objectives and vision PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
20 mins	Task – radio script
10 mins	What have you learned?

Answers to questions

1. What is business strategy?
A strategy is a long term plan by which the aims and objectives are met
2. Using examples, describe the meaning of tactics.
Tactics are the shorter term activities that a firm puts in place to implement its strategy. For example, tactics that NATS has used within its HR strategy, is to open a new training centre and develop a new performance management and career development programme.



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3. Explain why a business must know its aims and objectives before it can decide upon its strategy.
The aims and objectives are what the business wants to achieve, whereas the strategy is all about how it is going to achieve these. The business must therefore know what it wants before it can decide how to go about doing it.

4. Analyse the importance of having business strategies.
Business strategy helps an organisation to meet its aims and objectives. The strategy looks at the long term plan of how to achieve these things. It is therefore a road map in helping a business achieve the success it desires.

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