

The Five Disqualifiers of Strategy

Even one **yes** means the statement is likely disqualified as a strategy

DISQUALIFIER	YES MEANS...
Is the OPPOSITE absurd?	At best an aspiration, but very possibly a cliché or truism
Does it include NUMBERS ?	A goal or plan (if a set point, then likely a tactic)
Does it DUPLICATE the parent?	Truism that adds no information
Does it EXCLUDE anything or anyone?	Not unified
Is it a LIST ?	Likely not unified, missing real-time guidance, or lacking trade-offs