

The Tactic Star

for planning and evaluating tactics

Choosing or inventing a successful tactic often involves some intuition and guesswork – and always risk. But the more we study our contexts, the better we become at judging when to pull which punches. Projecting and measuring success is complex, but we should not let the murkiness of these waters deter us from diving into them. Patterns do emerge. We can learn a great deal from our experiences when we critically analyze them. This *tactic star* names some key factors that change agents should consider when determining their tactics. The same tool can be used to evaluate actions after they have been carried out.

