

Promised Land Ministries

Strategic and Tactical Campaign Planning

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Phase I Pre - Planning	Phase II Strategic Planning	Phase II Strategic Planning	Phase II Strategic Planning	Phase III Launch Tactical Attack Campaign	Attack Identified Targets	Attack Identified Targets	Attack Identified Targets	Attack Identified Targets	Attack Identified Targets	Phase IV Campaign Evaluation	Christmas Party
Identify Campaign Targets Air R/D Ground	Identify Campaign Deliverables Goals Plans	Define Projects Teams Tasks Dates	Test Plans Pilot Full	Target Critical For Success []	Target Critical For Success []	Target Critical For Success []	Target Critical For Success []	Target Critical For Success []	Target Critical For Success []	Discuss & Document Lessons Learned	Give Thanks By Helping Needy

Strategic

The science and art of employing the forces of a group to afford the maximum support to adopted policies in peace or war; the use of strategy; a careful plan or method; a cleverly contrived trick or scheme for gaining an end; the art of devising or employing plans or stratagems toward a goal.

Tactical

Relating to combat tactics: as the order, fit, arrangement or the placement of weapons in battle formation at the battlefield; relating to the design of air attack in close support of ground forces; relating to small-scale actions serving a larger purpose; made or carried out with only a limited or immediate end in view; showing skill, cleverness, or resourcefulness in handling situations in planning or maneuvering to accomplish a purpose or outcome.

Lenon Smith, Pastor