**ENTERPRISING ORGANISATIONS**

**Learning Outcome 3: ACTIVITY 4**

**HOMEWORK ACTIVITY**

**Management metaphors**

**Watch** [**The difference between operations and strategy**](https://www.youtube.com/watch?v=EQCo-7SMJ_c) **at** [**https://www.youtube.com/watch?v=EQCo-7SMJ\_c**](https://www.youtube.com/watch?v=EQCo-7SMJ_c)**. In the video the concepts of strategy and operations are explain using the metaphor of a boat. Develop your own metaphor to explain the differences between strategic and operational management**

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