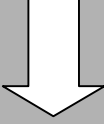
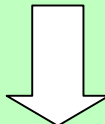
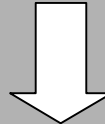


Top managers	Marketing managers	Sales managers
Strategic management/thinking	Strategic / tactical management/thinking	Tactical / operative management /thinking
		
Complex approach	Role of expert advisors	Operative approach
<ul style="list-style-type: none"> <li>• decision-making</li> </ul>	<ul style="list-style-type: none"> <li>• analysing, reasoning</li> </ul>	<ul style="list-style-type: none"> <li>• operative decision-making</li> </ul>
Communication	Communication	Communication
<ul style="list-style-type: none"> <li>• interactivity without constraints</li> <li>• accuracy</li> <li>• language: abstract</li> </ul>	<ul style="list-style-type: none"> <li>• in writing</li> <li>• reading comprehension</li> <li>• language: concrete + abstract</li> </ul>	<ul style="list-style-type: none"> <li>• interactivity</li> <li>• email –writing</li> <li>• language: concrete</li> </ul>
Skills	Skills	Skills
<ol style="list-style-type: none"> <li>1. S,L</li> <li>2. W,R</li> </ol>	<ol style="list-style-type: none"> <li>1. W,R</li> <li>2. S,L</li> </ol>	<ol style="list-style-type: none"> <li>1. S,L,W</li> <li>2. R</li> </ol>
Recruit themselves from SM/Production Managers → the skills of the SM/PM have already been mastered		Draw on argumentation prepared by MM