

Baldrige Glossary HD: Strategic Objectives

(Blue words below link to definitions, detailed descriptions, examples, core values, [Baldrige Best Practices](#), [Baldrige Application Response Templates](#), or examples)

Strategic Objectives

The term "*strategic objectives*" refers to an organization's articulated aims or responses to address major change or [improvement](#), competitiveness [or social](#) issues, and business advantages. *Strategic objectives* generally are focused both externally and internally and relate to significant [customer](#), market, product, service, or technological opportunities and [challenges](#) ([strategic challenges](#)). Broadly stated, they are what an organization must achieve to remain or become competitive and ensure the organization's long-term [sustainability](#). *Strategic objectives* set an organization's [longer-term directions](#) and [guide resource allocations and redistributions](#).

See the definition of "[action plans](#)" for the relationship between *strategic objectives* and [action plans](#) and for an example of each.

Download **Baldrige Application Information Capture and Response Template: [Strategic Objectives and Supporting Goals Summary](#)**

The term "*strategic objectives*" appears in the [Baldrige Criteria](#) in the following locations:

Category 1: Leadership

Item 1.1: Senior Leadership

Area 1.1a: Vision and Values

Area 1.1b: Communication and Organizational Performance

Category 2: Strategic Planning

Item 2.1: Strategy Development

Area 2.1a: Strategy Development Process

Area 2.1b: Strategic Objectives

Item 2.2: Strategy Deployment

Area 2.2a: Action Plan Development and Deployment

Category 4: Measurement, Analysis, and Knowledge Management

Item 4.1: Measurement, Analysis, Review of Organizational Performance

Area 4.1a: Performance Measurement

Area 4.1b: Performance Analysis and Review

Category 5: Human Resource Focus

Item 5.2: Employee Learning and Motivation

Area 5.2a: Employee Education, Training, Development

Area 5.2b: Motivation and Career Development

Category 6: Process Management

Category 7: Results

Item 7.6: Leadership, Social Responsibility Outcomes

Special Offers

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- 2) **Excellence Enabler Software** ([visit link](#)) -- designed for organizations that are looking beyond assessment to achieving unsurpassed levels of excellence
- 3) **2007 Baldrige Criteira** ([order free now](#)); **2006 Baldrige Actionable Criteria** ([download free copy](#)) --- more than 1,000 downloads per day attests to its value
- 4) **Baldrige Application Response Templates** ([download free files](#)) -- write a more valid and more totally integrated application using 50+ proven templates.

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