

Baldrige Glossary **HD**: [Strategic Challenges](#)

Strategic Challenges

The term “*strategic challenges*” refers to those pressures that exert a decisive influence on an organization’s likelihood of future success. These [challenges](#) frequently are driven by an organization’s future competitive position relative to other providers of similar products or services. While not exclusively so, [strategic challenges](#) generally are externally driven. However, in responding to externally driven [strategic challenges](#), an organization may face internal [strategic challenges](#).

External [strategic challenges](#) may relate to [customer](#) or market needs or expectations; product, service, or technological changes; or financial, societal, and other risks or needs. Internal [strategic challenges](#) may relate to an organization’s [capabilities](#) or its human and other resources.

See the definition of “[strategic advantages](#)” and “[strategic objectives](#)” for the relationship among [strategic challenges](#), [strategic advantages](#), and the [strategic objectives](#) an organization articulates to address its [challenges](#) and [advantages](#).

Note: [Blue](#) words above are hyperlinks to other [GLOSSARY HD](#) terms and their definitions.

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