

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

### 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 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.

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

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