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7.1. High Points of This Chapter

1. Strategic planning is the systematic approach to defining long-term business goals and planning the means to achieve them. An organization transformation based on the management of quality should be integrated with the strategic plans of the organization.
2. The strategic plan enables organizations to deploy all goals, including quality improvement goals, to the organization. It provides the basis for senior management to make sound strategic choices and prioritize the organization's focus and other change activities.
3. Activities not aligned with the organization's strategic goals should be changed or eliminated.
4. In this chapter, we define the strategic planning process and its deployment tasks and describe the systematic approach to deploying "quality goals."
5. This chapter also explains the specific roles of leaders when implementing and ensuring the success of the strategic plan and its deployment.