

UNSW  
**ELEC4122**  
Term 1, 2019

**Activity Week 5**  
**Strategic Goals & Plans**

The aim of strategic planning is to make TWO decisions:

- (i) determine the *overall goal* of the organisation (company, nation, club, whatever) and
- (ii) choose *what to do (i.e. 'strategies') to achieve* this goal.

Appropriately expressing the goal can make it easier to identify the best way to proceed. There are several formal tools available to help strategic planning. You have probably heard of SWOT or PEST analyses.

As a graduate engineer, you will typically work in a team to help an organisation achieve its strategic goal. This goal will have been formulated at a higher organisational level, but you will be expected to formulate your team's strategy to help attain this goal.

**During Class**

Today you will examine and comment on strategic goals.

As usual form discussion groups of about 5 to 6 people.

**this week's out-of-class (i.e. tutorial/practice) question** - allow 15 min

Do you have a strategic goal for your life? How does your studying for a BE fit in as a strategy?

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THE FINE PRINT

This tutorial activity is designed to help students explore the idea of a strategic goal.