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Leonard D. Goodstein (Author of Applied Strategic Planning)

Strategic planning is an organization 's process of defining its strategy, or direction, and Page 22/26

making decisions on allocating its resources to pursue this strategy. It is here that priorities are set. It may also extend to control mechanisms for guiding the implementation of the strategy.

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noting contingencies and consequences so as to achieve the longterm objectives identified by the strategic plan. In essence, strategic management is the flexible but focused implementation of the strategic plan. In both

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formulated 10 bold plans for action to prepare for the immediate postpandemic world and work toward improvements in our educational, research, health care, and community collaboration systems to better prepare academic medicine and the nation for the future.

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