

# Strategy in strategic planning with biblical principles

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Strategy in Strategic Planning Strategy in Strategic Planning with Biblical Principles After being provided with an unprecedented access to Intel, Burgelman, who used to serve as a professor at the Stanford Business School realized that the strategies that the company adopted played a vital role in shaping its history. He notes the strategies that the top managers at Intel adopted, which helped the company to evolve from specializing in memory-chips to an organization whose product serves as the vital basis with which the internet is built. After analyzing the story of Intel, he reveals that a company should adopt a strategy since it is the one that imposes order inside a firm, and in case the strategy proves to be a useless one, then the managers should take their time to know why it failed. Additionally, a company should lay emphasis on its major strengths, look out for new prospects and manage its change process in an aggressive manner (Burgelman, 2002).

From a biblical perspective, various questions have been raised as to whether a Christian is capable of adding value to an organization, and whether the strategic plans that a Christian proposes are different from those of non-Christians. It is not yet clear whether Christians adopt their own strategies or whether they make their decisions out of the influence of the secular business models. However, from the perspective of faith-based models, it is evident that a Christian strategic leader is different from a non-Christian counterpart since he is believed to be called upon by God to play his role. A Christian manager is unique since the motives and assumptions that he makes are driven by the different overview that he has regarding the world (Haskins & Smith, 2004). Therefore, based on the different worldviews

that the two parties portray, then these people are expected to make decisions that differ from each other in an organization.

#### References

Burgelman, R. A. (2002). *Strategy Is Destiny: How Strategy-Making Shapes a Company's Future*. New York: Free Press.

Haskins, D. R., & Smith, Y. (2004). *Christians in Strategic Leadership: Towards an Integration of Faith and the Top Management Team*. Texas: Simpson University.