1. Write a one-two sentence personal definition of strategic planning. 2. Discuss this statement by Roger L. Martin: ". . . good strategy is not the product of hours of careful research and modeling that lead to an inevitable and almost perfect conclusion. Instead, it’s the result of a simple and quite rough-and-ready process of thinking through what it would take to achieve what you want and then assessing whether it’s realistic to try. If executives adopt this definition, then maybe, just maybe, they can keep strategy where it should be: outside the comfort zone.” 3. Finally, describe the differences between strategic planning and business planning.