

Quarterly Profits vs. Long-Term Strategy: Balancing Short-Term Profits With Strategic Growth

Dr. Lanze J. Thompson

Many companies are keenly focused on short-term financial performance in order for management to demonstrate its value to key stakeholders, especially shareholders and Wall St. analysts who can influence their stock prices. But the firm has to constantly remind itself of its mission and purpose for existing, which very rarely consists only of short-term financial profits. The firm has to ensure that it also focuses on its longer term, strategic objectives and investments in order to remain relevant, competitive, and a market leader well into the future. It is those firms that can manage this delicate and dynamic balance that will actually maximize its share price and market value over the longer term and not just quarter to quarter.

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