

## Representing a Methodology for Refinement of Strategic Objectives in Strategy Map Establishment: Combining Quality Function Deployment and Fuzzy Screening

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**Abstract :** Strategy maps represent the way of value creation in in each organization. Nowadays, implementation of strategy is the main concern for all organizations. Strategy map establishment is the start-up point of strategy implementation and this shows the critical importance of this concept. After some years past since emergence of strategy map, there are some shortcomings in its methodology that frequently quoted by many of researchers. One of these shortcomings is the shortage of a mechanism for refinement of objectives candidate for entrance to map. Organizations in practice have obsession and avidity to determine more number of objectives in strategy map. This study wants to represent a step by step approach to help obviate this problem using quality function deployment (QFD) as a helpful tool and fuzzy screening method. Finally, represented approach applies in a practical case and conclusions have been explained.

**Keywords :** balanced scorecard, fuzzy screening, house of strategic objectives (HoSO), quality function deployment, strategy map

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