A national study on strategic planning in Portuguese higher education was conducted. The presidents or rectors of 61 public and private higher education institutions in Portugal responded regarding their knowledge of and involvement in strategic planning. The questionnaire addressed whether or not the institutions were using a planning process, what specific components of the process were being employed, institutional benefits and problems associated with the process, and personal benefits derived from the experience. A critical analysis of selected results is provided with comparisons to planning in the United States. Cultural differences and similarities related to the process of planning are noted, and projections on future directions for Portugal and the European Union with respect to strategic planning efforts are offered.