

facilities controlling.

Planning Procedures.

## Steps involved in the Planning Process – How to do Planning

The process of planning involves seven steps. The steps are as follows –

### 1. Setting objectives

The first step in the planning process is the establishment of objectives. Specific objectives have to be laid down, which can be achieved with the help of policies, procedures, rules, budgets, programs, and strategies. Objectives provide the nucleus to the planning process. They help the employees in understanding what is expected of them.

### 2. Developing premises

Planning premises are the assumptions about the likely shape of events in the future. They serve as the basis of planning. To make effective plans, the planning premises must be based on systematic forecasting. Assessment of future demand, the taste of customers, competition in the market, etc. can be made with forecasting.

### 3. Identifying alternative courses of action

Search for alternative plans or course of action is an important step in learning. Without resorting to a search for alternatives, a planner is likely to be guided by his limited imagination. Generally, there are several alternatives to solve any problem. The manager should try to screen out the most unviable alternatives to have a small number of alternatives for the final selection.

### 4. Evaluating alternatives

The alternatives generated at the previous stage are evaluated in the light of objectives, cost<sup>ew</sup> involved, availability of capital, materials, personnel, etc. The positive and negative aspects of each alternative course of action should be evaluated based on their feasibility and consequences.

#### **5. Selecting the best alternative**

This step involves decision-making. It involves quantitative analysis and judgment and experience of the manager. The alternative to be selected must be the most feasible and profitable and should have the least negative consequences. Sometimes, a combination of alternatives may be selected instead of one alternative.

#### **6. Implementation of the plan**

After choosing a particular plan, it is put into action by taking the necessary steps. Immaculate implementation of a plan revolves around the courses of action that strategic planning incorporates, and hence chances of getting favorable outcomes to get optimized. All in all, the implementation of a plan decides how effective strategic planning was in being operational planning.

#### **7. Follow up action and review**

After the plan has been implemented, it is necessary to monitor it to ensure various activities are performed as per schedule and objectives are achieved. Strategic planning, as well as operational planning, are only successful if they are executed in a result-driven manner. Follow-up and review methods help leaders and decision-makers to check the effectiveness of strategic and operational planning.