

UNIT TWO-Part Three

Characteristic	Explanation
Specific	Objectives need to be clearly defined so that it easy to understand what is to be achieved and what will be considered successful.
Measurable	The exact measure must be stated and the objective must be able to be measured through some means.
Actionable	An organisation needs to ensure that its business-unit managers have the authority and resources to take the actions necessary to attempt to achieve the objectives that are set.
Reasonable	There is no point setting unrealistic objectives. Unrealistic objectives are a disincentive for both managers and their employees.
Timetabled	Objectives should have milestone dates or deadlines at which progress towards achieving them will be measured.

- **Forecasting**

- A forecast is a vision of the future. Forecasting is the process of making assumptions about what will happen in the

- **Contingency planning**
- Activity undertaken to ensure that proper and immediate follow-up steps will be taken by a management and employees in an emergency.

- **Scenario planning and contingency planning**

- Scenario planning is the long-term version of contingency planning.

- **Benchmarking**

- The purpose of benchmarking is to find out what other people and organizations are doing very well and then to plan how to incorporate these ideas into your organisation's operations

- **Staff planners**
- As the planning needs of
organisations grow, there is a
corresponding need to increase
the sophistication of the overall
planning system itself.

