ETHNUS ™

Explore | Expand | Enrich

TYPES OF PLANNING

Planning types

- Plans commit individuals, departments, organizations
- Resources of each to specific actions for the future
- Major types of plans –
  - Strategic
  - Tactical
  - Operational
- Operational lead to the achievement of Tactical Plans
- Tactical lead to the attainment of Strategic Plans
- Contingency plan

TYPES OF PLANNING

Strategic plans

- Framework of the organization's vision
- Organization intends to make its vision a reality

Importance of Strategic planning

- Company's progress - Top management
- Framework and direction for lower level planning
- Outline of steps designed with the goals
- Strategic plans look ahead over the next years
- Requiring multilevel involvement

TYPES OF PLANNING

Tactical plans

- Tactics - Managers plan to adopt
- To achieve the objectives set in the strategic plan
- Specific means or action plans to implement

TYPES OF PLANNING

Tactical plan formulation

- Includes between three to five goals
- Challenging, but are achievable

Examples of tactical plan:

- Notion of increasing sales by a amount
- Within a one year time frame
- Increasing sales by 20% within the next 12 months
- Adding a new group of customers
- Reduction of employee turnover

TYPES OF PLANNING

Operational plans

- Manager uses to accomplish his or her job responsibilities
- Supervisors, team leaders, and facilitators
- Develop operational plans to support tactical plans
- Single-use plan or an ongoing plan

Importance of operational plans

- What
- Who
- When
- How much

TYPES OF PLANNING

Contingency planning

- Identifying alternative courses of action
- Implemented - Original plan proves inadequate
- Because of changing circumstance

Importance of contingency planning

- Manager controls - Alternative
- Unexpected problems and events frequently occur
- Best - Anticipating change during the planning process

Summary:

- Thinking in advance :
    - What is to be done?
    - When it is to be done?
    - How it is to be done?
    - By whom it should be done?
- Bridges gap - Where we stand today and where to reach we want to reach.
- Reduces overlapping and wasteful activities