

UNIT 2: PLANNING

CHAPTER 4: PLANNING PROCESSES AND TECHNIQUES

Tuesday March 1, 2016

THE PLANNING PROCESS

• Setting objectives and determining how to accomplish them.

- * 1.
- * 2.
- * 3.
- * 4.
- * 5.

BENEFITS OF PLANNING

- * 1.
- * 2.
- * 3.

TYPES OF PLANS

Long Range vs. Short Range

Strategic vs. Tactical

Operational Plans

- *Policies*
- *Procedures/rules*
- *Budgets*

PLANNING TOOLS

- *Forecasting*
- *Contingency planning*
 - Identifying alternative courses of action in the event more than one option needs to be considered.
- *Scenario planning*
- *Benchmarking*
 - The use of both internal and external factors for comparison in determining future improvements.

HOMEWORK

- Ensure that chapter 5 is read for Thursday.
- Complete end of chapter questions;
 - Knowledge #1-12
 - Thinking #13, 14, #21
 - Application #29, #34
