

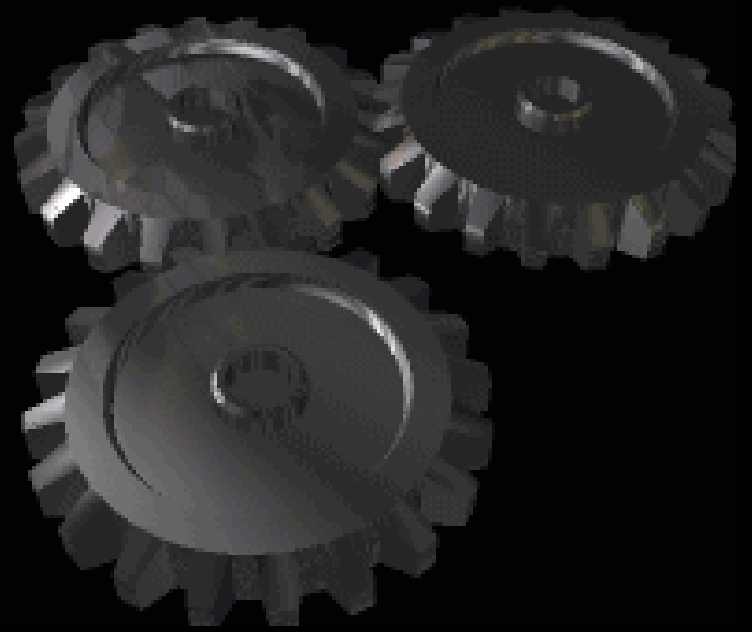


Dynamic of Planning

**Transforming Ideas
Into Results**

**Presented by
Bob Perry**
Shawnee, Oklahoma

www.bobp.biz



You don't have time to make all the mistakes yourself...

Learn from some of mine!



MISTAKES

The sole purpose of your life could be to serve as a warning to others.

**I've always found that plans are useless,
but planning is indispensable.**

Dwight D. Eisenhower



Planning can be an Effective Tool to:

Establish purpose

Accomplish goals

Resolve conflicts

Note progress

Set priorities

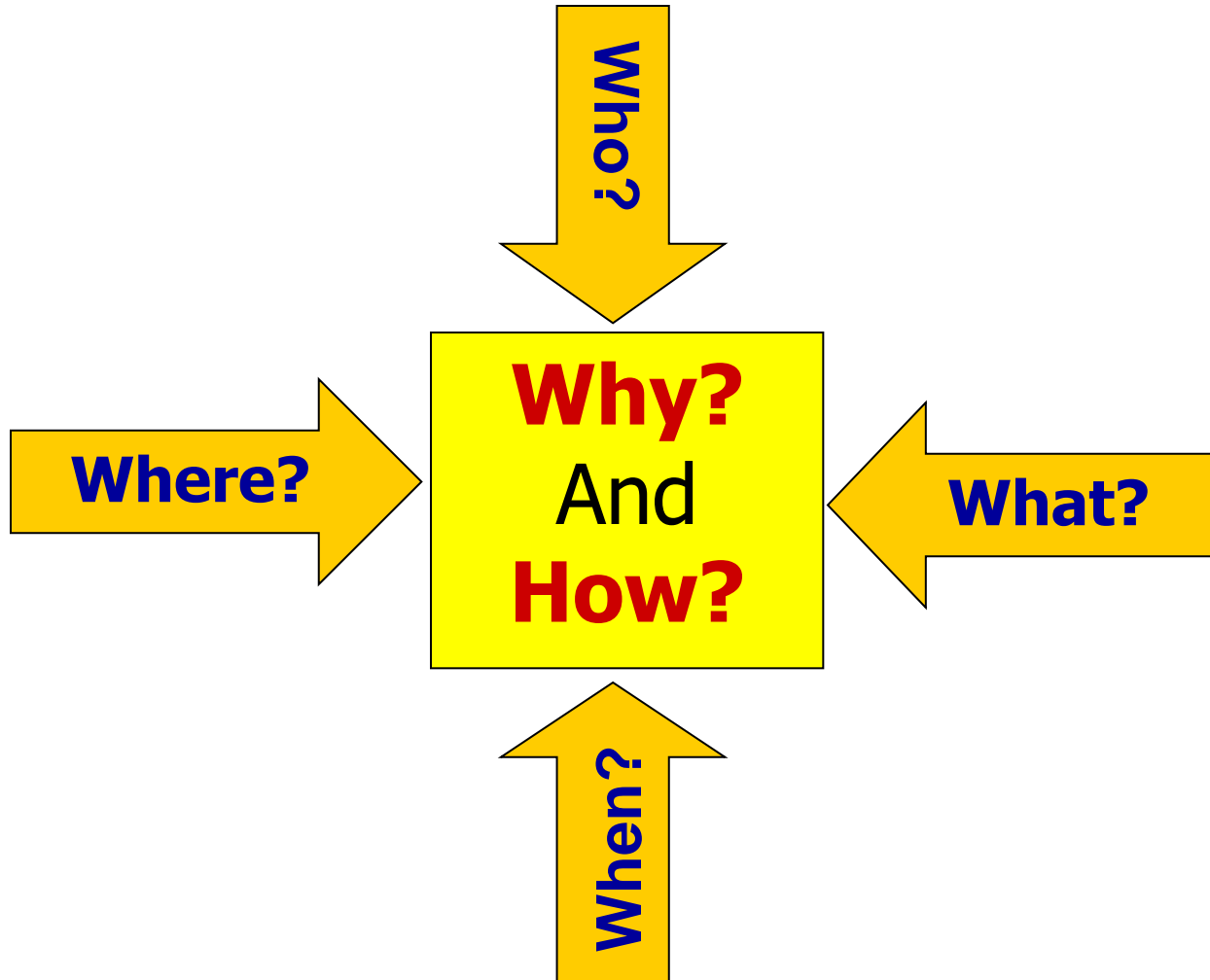
Dynamic of Group Planning

PLANNING:

A process of determining what goals need to be pursued and how to pursue them.



Dynamic of Purpose

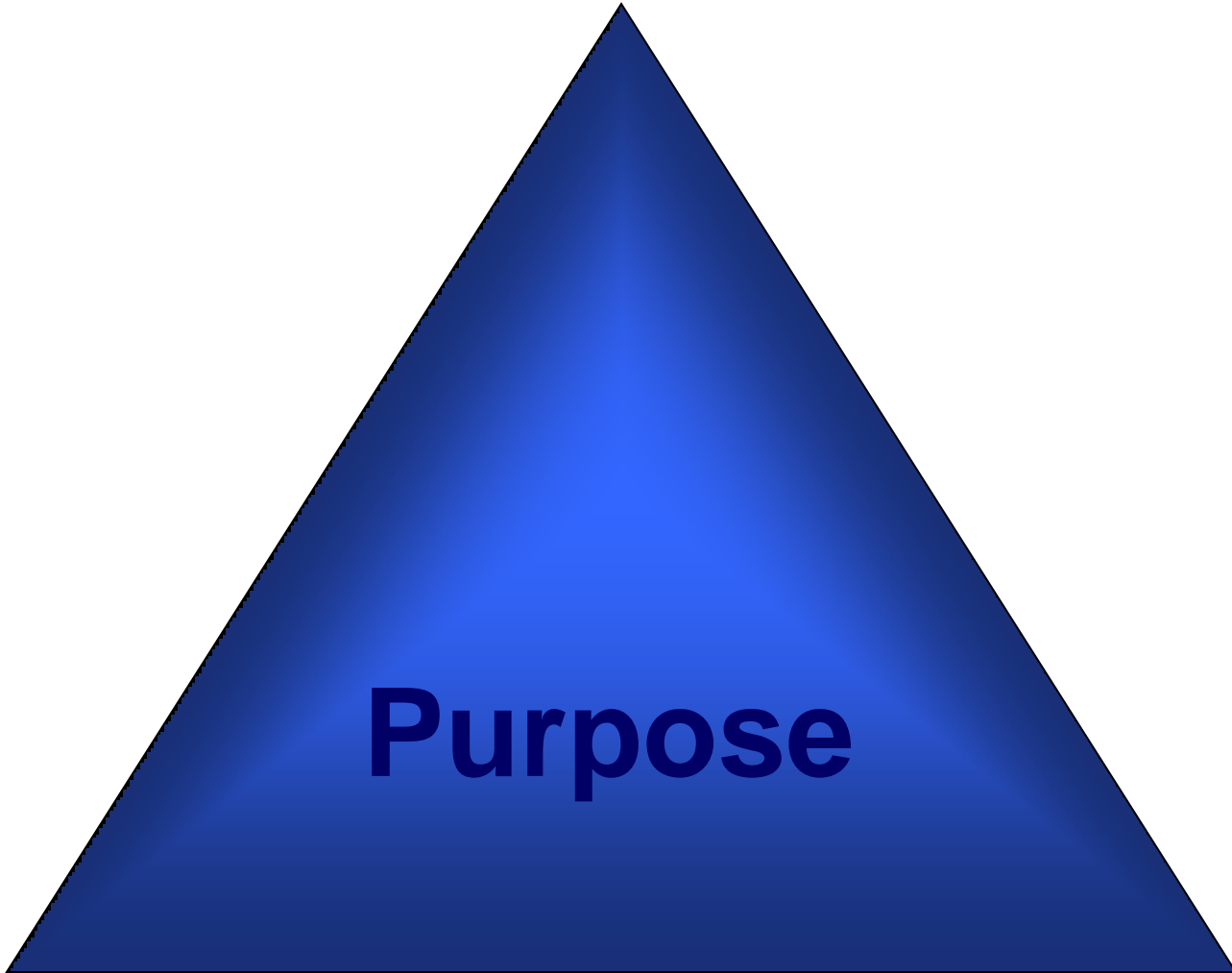


Passion

Purpose

**Unique
Strengths**

**Measurement
Of Success**



Establishing purpose involves identifying

- Ideals the group is **passionate** about
- The **measurements** of success for a group
- The unique **strengths** of the group

The Fallacy of ~~Strategic~~ Planning

“We’re always planning ahead, that way we don’t do anything right now. Earl explained it to me.”

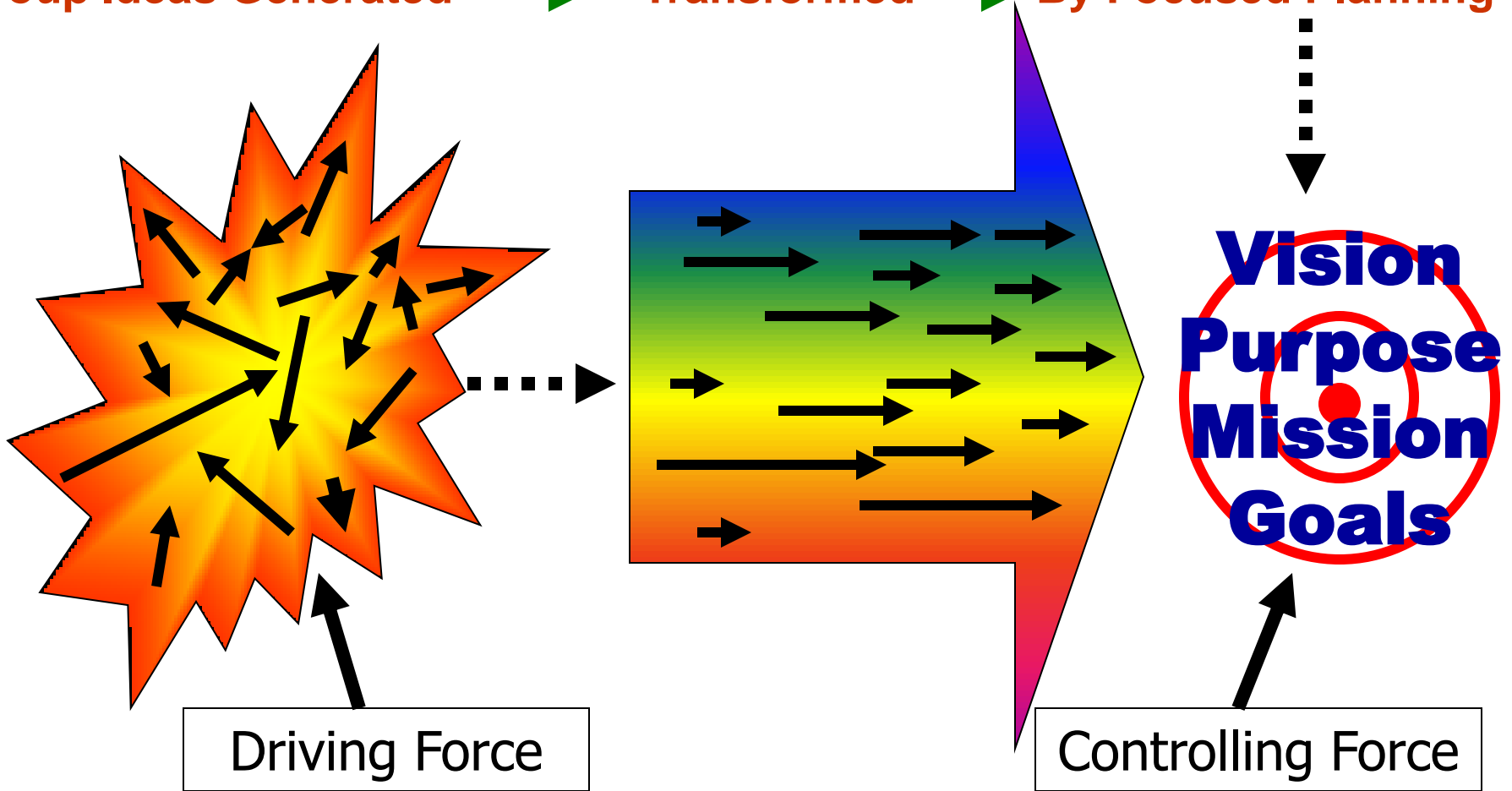
Tremors

“Tonto, I have a plan... You go and scale the cliff.”

Legend of the Lone Ranger

Dynamic of Aligned Action

Group Ideas Generated → Transformed → By Focused Planning



The Power of Diversity



The Great Pyramid of Khufu, Giza

481 feet high

Built 2560 BC

Tallest structure for 4,468 years

Construction: Broad, diverse base

Current Status: Still one of the wonders of the world



The Singer Building, New York City

612 feet high

Built May 1, 1908

Tallest structure for 1 year

Construction: Narrow base

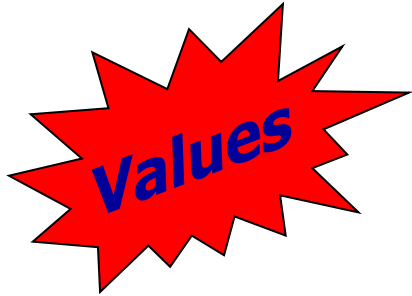
Current Status: Demolished in 1968 after only 60 years!!!

Dynamic of Planning



Imagination

Dare to Dream!



Everything that has been done...
Was first imagined.

Current Situation

Available Resources

Current Situation objectively looks at:

- The Past
- Strengths
- Weaknesses
- Opportunities
- Threats
- Attitude
- Intelligence
- Reputation



Available Resources can include:

- Financial Resources
- Political Resources
- Time
- Experience
- Expertise
- Geographic location
- Personnel
- Cultural Climate

Where are we now?

Goal Setting

Goals are like a compass which guides a ship.

Goals should be:

- S**pecific
- M**easurable
- A**ttainable
- R**elevant
- T**imed



Definition of a Goal

The reconciliation between all that we want and what we have to work with.

A balance between driving force and controlling force.

Strategies and Tactics

*The most important part of planning is **HOW***



P-51 Mustang



B-29 Superfortress

Strategies



- Long term use of resources
- Management of factors influencing success/failure
- Use strengths
- Improve weaknesses
- Commitment to the long-term goal
- WHAT WE WILL HAVE TO GIVE UP!



Tactics

- Daily actions that support strategies
- Demonstrations of what's important
- The little things we do (Tactics) to accomplish the big things(Goals)
- Decide what you want to do (Goals), then decide what needs to be done (Tactics)

Working with a Group



Although the planning dynamic functions the same for individual and group planning, there are some inherent challenges to the group planning process. Group dynamics can vary depending on the personality, motivation, and level of conflict within an organization. It is easy to get side tracked and thrown off balance when facilitating a group plan.

Questions to Consider

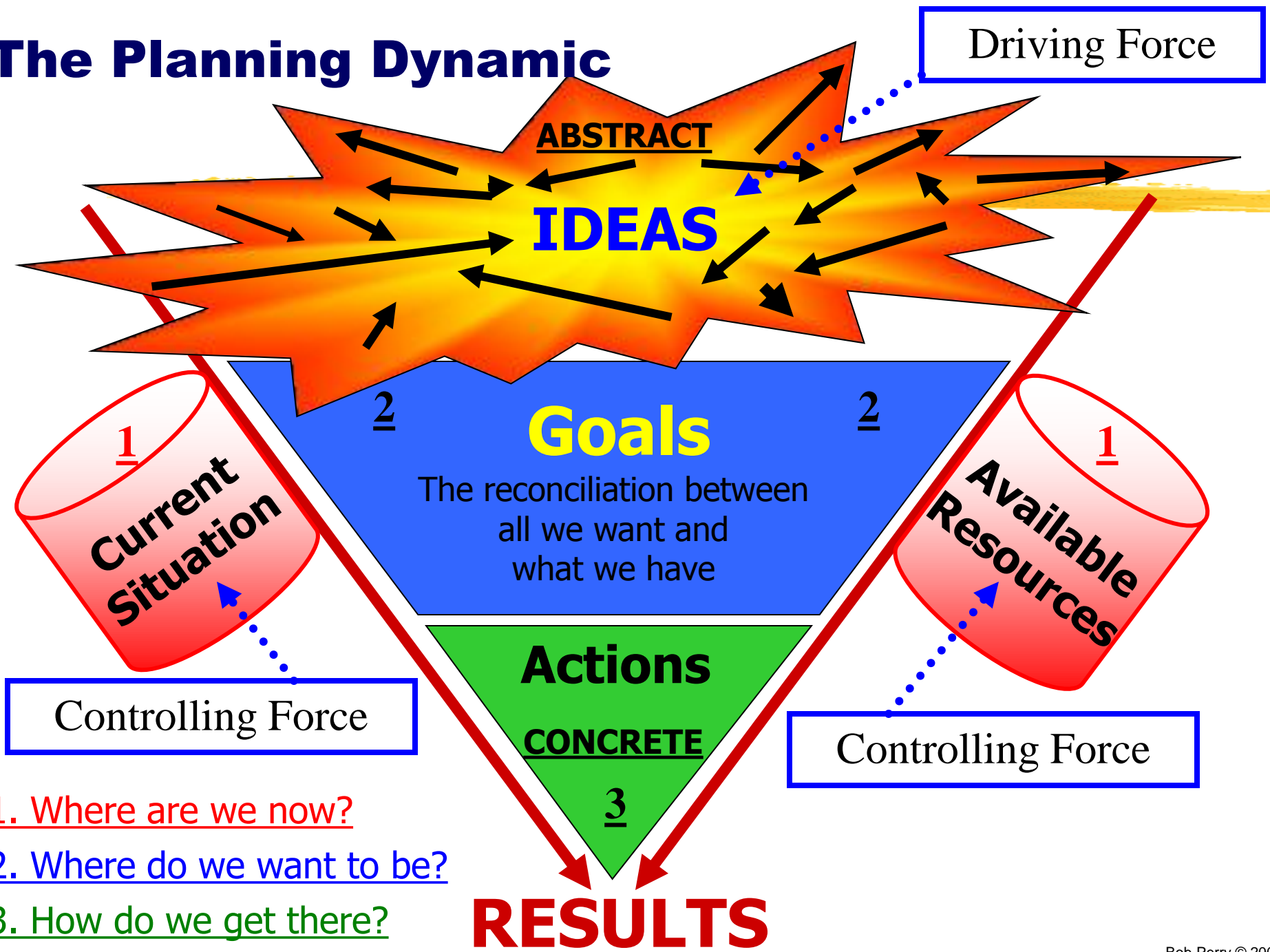
When working with a group plan

- Does the group's plan address **long-range** vision or **short-term** actions?
- How much **group involvement** is needed?
- Who are the **stakeholders** in the group?
- Does the group seem to have a **well-defined purpose**?
- Who are the **individuals** involved in this planning process?
- Who is **responsible for the performance** of the organization?

7 Common Planning Failures

- Failing to **dream big enough**
- Setting **unrealistic goals**
- Failing to see the **current reality**
- Failing to **allocate resources**
- Calling **all levels** of planning “Strategic”
- Judging success by **perception** instead of **performance**
- Lack of **diversity** in determining current reality

The Planning Dynamic



- 1. Where are we now?
- 2. Where do we want to be?
- 3. How do we get there?

A good plan executed right now is far better than a perfect plan executed next week.

George Patton

