

LECTURE 4

PLANNING

What is Planning?

It is a process of setting objectives and determining the best way to accomplish it.

Objective: is an identified specific result or desired outcome that one intends to achieve.

Plan: is a statement of action whereby steps are taken in order to achieve the objectives.

Steps in Planning Process

- **Define objective.**
- **Determine where you stand from your objectives.**
- **Develop premise regarding future condition.**
- **Analyse and choose among alternative actions.**
- **Implement the plan and evaluate the results.**

Benefits of Planning

- **Improves focus and flexibility.**
- **Improves action orientation.**
- **Improves co-ordination.**
- **Improves time management.**
- **Improves control.**