

FLOW DIAGRAM OF THE PLANNING PROCESS

Diagnosis

Inventories of the Present Situation

Step 1 (Situation) →
In depth evaluation of the situation and identification of our mission

Step 2 (Competition) →
Competitive analysis

Alternative Available to Us

Step 3 (Opportunities) →
Condensed summary of where we are and what opportunities we see

Judgment About the Future

Step 4 (Assumptions) →
The future is unknown to everybody. What is our best judgment about the future – what assumptions should we make?



Choose the Right Things to Do

Step 5 (Strategy)
Development of strategy – how should we leverage our strengths to achieve our mission?



Step By Step Actions – Who Will Do What By When

Step 6 (Objectives)
Break the strategy into objectives and break the objectives into single steps

Performance

i n d u s t r i e s , L P

Constantly re-evaluate the changing situation

Preparation

The Vital Few

Step 8 (Priorities)
Only by concentrating on priorities can we get the big job done

How Much Will it Cost?

Step 7 (Resources)
What resources will we need to achieve our mission?

Prescription

ACTION



Step 6 (Objectives)
Break the strategy into objectives and break the objectives into single steps

