

# Planning

Importance of Planning: (i) Setting direction and goals:  
(organisation's mission, vision and objectives).

It provides a roadmap for the future, outlining what the organisation wants to achieve and how it intends to.

(ii) Resource Allocation:

allocation of resources like human, financial and material optimally  
optimality → efficient utilization and wastage is minimised.

(iii) Improved Decision Making: enables manager to anticipate potential challenges and opportunities allowing them to make informed decisions.

(iv) Increased efficiency and Productivity: when activities are well planned and organised, it leads to increased efficiency and productivity.

(v) Adaptation to Change: assessing the external environment and internal capabilities. This enables organisations to identify potential threats & opportunities

⊕ → allows flexibility and agility in responding to shifting market conditions & customer demands.

(vi) Effective Communication: Planning and organisation  
... .. organisation

(vi) Effective Communication: Planning and organization facilitate better communication within the organization. Clear goals and organized structure enable information to flow smoothly, ensuring that everyone is on the same page and working towards the same objectives.

(vii) Risk Management: Through the planning process, potential risks and uncertainties can be identified and contingencies can be developed. Organizing helps in establishing accountability and risk mitigation strategies.

## # TYPES OF PLANNING:

1. Strategic Planning: It is the process of defining an organization's long-term goals and objectives and determining the most effective ways to achieve them.

Involves analyzing the external environment, identifying opportunities and threats, and aligning the organization's strengths and weaknesses to create a clear roadmap for the future.

2. Tactical Planning: <sup>(one-to-three years)</sup> It is a more focused than strategic planning and involves creating detailed action plans to implement the strategies defined in the strategic planning process. It typically covers a shorter timeframe and involves specific departments or functional areas within the organisation.

3. Operational Planning: (one or less than one year)  
To meet immediate requirements.  
— immediate tasks etc.

4. Contingency Planning: → proactive approach to deal with unexpected challenges, disruptions or emergencies.

5. Financial Planning → effective use of financial resources

6. Project Planning → create a project schedule, assign resource, setting milestone to ensure completion of project.

7. Job design → It aims to create roles that are meaningful, challenging and aligned with organisation's objectives.

with organisation's objectives.

8. Delegation → it is the process of assigning authority and responsibility to subordinates to carry out specific tasks or decisions.