THE SIGNIFICANCE OF PLANNING

by:

Janet G. Gatbonton
Teacher II, Hermosa National High School

“It remains an illusion if your vision has no strategy”.

This quotation is true and relevant nowadays. A plan needs to be adaptive to survive changing or unanticipated conditions. A person that develops and executes a plan gains significantly from the experience, and starting with a working model and then building a tangible plan can be more successful than having no plot at all. Over the life of your plan, you may discover that some of the underlying assumptions of your blueprint are flawed or incomplete. Often your vision and mission may remain the same while your objectives and goals will need to be revised or updated. Moreover, you will need to either adapt your strategy or begin the process over again. But don’t let it be a landmine for you. Some person can maintain a strategic plan for a year or longer, while others have to respond to market changes more frequently. Your situation, whatever it is, just be prepared to let go and switch strategies as necessary. Corrective action needs to be taken quickly to compensate for the dynamic environment.

“Success is 20% skills and 80% strategy. You might know how to survived, but more importantly, what’s your plan to survive?” Strategic planning and management is the way to go for organizations to prepare you to sustain and overcome competition. It is a process that begins with self-assessment and realization and then reorganization to compete in a environment. Strategies form the basis of survival in a competitive environment and should therefore be well developed by the right people and the right levels.
Formulation and implementation of strategy should be linked by an evaluation strategy to realize strategy success otherwise the strategies remain useless paperwork. Implementation of strategy, challenges include limited resources and situations that may be beyond the person’s control and so you should monitor the internal and external environment and make changes or adjustments to prevent strategy failure. This can be find out by effectively evaluating strategy implementation process. A good plan will give significant benefits to people. Plan management however is expensive, requires significant resources and investment in research and other resources yet does not always succeed.

To be successful in planning, you should invest in research and forecasting, adequate budgeting, recruitment, training and motivation and having a holistic approach in strategy by bringing everybody in the environment to contribute. The execution should be both effective and efficient while strategies should be creative and innovative. Quick and effective feedback will enhance monitoring and evaluation and facilitate successful strategy implementation. Person should be oriented to deal with competition and hence proper strategy formulation and implementation. It should however be noted that having a plan does not guarantee success, but a well-crafted, innovative and creative plan that is well executed will guarantee success. An effective strategy should start with an analysis which will enable the person to build on its strengths and utilize opportunities while controlling or managing threats and weaknesses. In this case, planning to survive is easy and reachable.

References:
