



OVERVIEW OF PLANNING

BF 102 - Jan 16 2020

THE PLANNING “HIERARCHY”

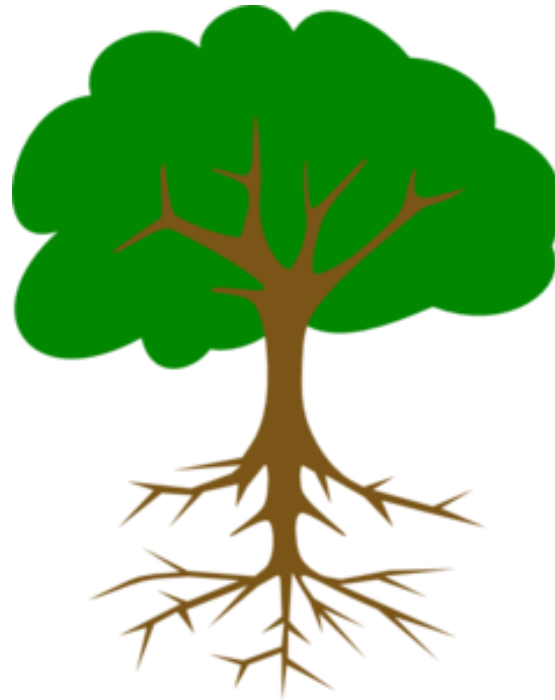
- Mission
- Objectives (many)
 - Goals (many for each objective)
 - Tactics (many for each goal)
 - To Do List (lots of items for each tactic)

Business vs Education way of planning



MISSION

- The reason the business exists.
- The “What” and “Why” you do.
- The basis for all decision making.



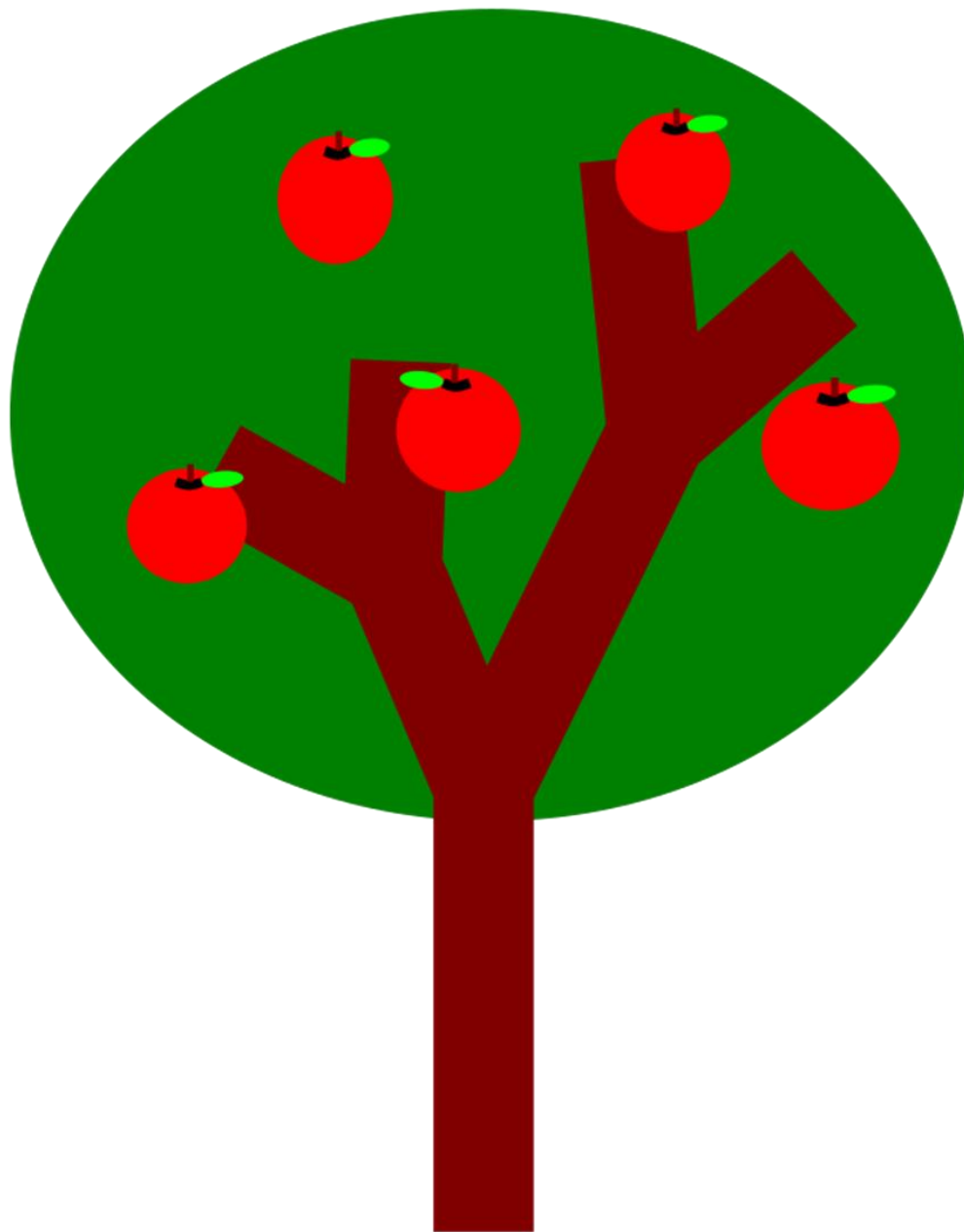
OBJECTIVES:

- Outline of what the business will look like in the future.
- Used to plan, coordinate and motivate yourself and others so that activities can be synchronized.

GOALS:

- SMART statements of what is to be done en route to an objective.
- To provide benchmark for measuring success toward objectives.





SETTING OBJECTIVES

- Clear concept
- Anticipates change
- Set with most people involved
- Observable



CHARACTERISTICS OF OBJECTIVES

- General
- Observable
- Challenging
- Untimed



Increase apple yields.

OR

Improve apple harvest.



GOALS

- Focus attention and action.
- Mobilize energy and effort
- Increase persistence
- Encourage development of work strategies



GOALS ARE:

- Specific
- Measurable
- Attainable
- Rewarding
- Timed



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SMART



GOAL SETTING PROCESS

- Set the goal
- Obtain goal commitment
- Provide support elements
- Give feedback



INCREASE APPLE YIELD

- Complete orchard nutrient analysis by Aug 15, 2019.
- Prune apple trees by March 31, 2020.
- Remove (thin) apple fruitlets to prevent over-cropping and poor fruit size in the month of June 2020.



TACTICS

- What
- Who
- How
- Where
- When
- Materials needed, etc.

(Which then results in a long to do list!)



INCREASE APPLE YIELD

- Complete orchard nutrient analysis by Aug 15, 2019.
 - Sally to contact consultant for taking soil and leaf samples by July 31, 2019.
 - Sally and Jim to meet with consultant by August 10, 2019 to determine soil amendments.
 - George to apply soil amendments by April 30, 2020.





IMPROVING GOAL ATTAINMENT

Working Smart,
Michael LeBoeuf

When setting a goal, make sure to focus on the result and not the activities needed to achieve the goal.

Decrease tree loss by 30% over last year, 2019.



GOALS CAN BE EXPRESSED THREE WAYS:

- Positive standards
 - Increase by 100%
- Negative standards
 - No more than 3% increase
- Zero standards
 - No deaths



THREE TYPES OF GOALS

- Routine
 - Continuous process
- Innovative
 - Different, special project
- Improvement
 - Increase in value



WRITE A GOAL TO SHOW ACTION!
START WITH A VERB.
END WITH A DATE.



OBJECTIVE: DECREASE DEBT

EXAMPLES OF GOALS.....

- Decrease debt by \$1000 by December 10, 2020.

OR

- Pay down an additional \$125 per month on equipment loan starting April 15, 2020.

