**Date:** 24 September 2012 **Name:** Brittney Scott **No.**32

**Responding to:** FO 315-321, PKT C11-15

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| **Summary, outline, or diagram of key concepts:**  Planning: Management functions of determining in advanced what should happen.  Goals: desired future conditions that individuals, groups, or organizations strive to achieve.  Objectives: goals, or end-points that set the direction for all managerial planning  Policies: general guide to organized behavior developed by top level management  Procedures: chronological sequence of activities  Methods: Details for one step in a process  **4 Dimensions of Planning:**   1. Repetitiveness   Standing plans vs. Single-use plans   1. Time span   Strategic planning: a continuous and systematic process in which people make decisions about intended future outcomes, how outcomes are to be accomplished, and how success is measured and evaluated.  *Strategy* is the thread or underlying policies defining the company and its business.  Difference between: Strategic planning and Long-term planning   * Strategic planning relies more on identifying and resolving issues; long-range planning focuses more on specifying goals and objectives and translating them into work programs. * Strategic planning emphasizes assessment. * Strategic planning involves idealized version of an organization and ask how it might be achieved. * Strategic planning is more action oriented.  1. Level of management 2. Flexibility   Rigid planning at early stages involves the risk of inability to cope with changes (ie: investing in technologies over a long-range planning period).  Develop relatively fixed short-range operation plans and more flexible long-range strategic plans.  **Steps to follow as a Clinical Nutrition Manager**   1. Become familiar with institution’s mission, vision, values, and goals. 2. Evaluate current position and performance within organization to determine the kinds of goals that should be pursued or enhanced. 3. Think ahead to what should be happening over the next year or so. 4. Once goals are defined, determine strategies to reach each goal. 5. Take each strategy under each goal and write the tactics (specific actions) for that strategy. 6. Document the strategic plan. 7. Review documented plan by the team as a whole for finalization. 8. The finalized (typed) document should be distributed to each team member. 9. Implementation date should be determined. 10. Evaluate performance. Document current status of tactic and goal completion. |
| **So. . . .**  When working with groups, to be most effective with time and resources, a plan must be made and followed through. I 100% agree with this statement. While I was Class President in High school, a binder was kept (from previous presidents) that had documentation of what past presidents planned and produced for various activities (events, fundraisers, dances, homecoming festivities, etc.) It was a brilliant concept, however, previous presidents did not keep up with documentation. Usually the only information available was a summary of what happened. So, I made the effort of documenting *everything*; brainstorming, class-notes from meetings, who we contacted for assistance, how we advertised, where we purchased materials, how much everything cost, how many hours spent on the event, etc. As I made documentation of everything, I gave copies to my vice president, secretary and treasurer to keep them well informed. I also provided documentation to my teacher, who oversaw our events. I was establishing goals, objectives, policies, procedures and methods without even realizing it. I am proud of the valuable information that I left for future presidents to view. However, after reading the article in the packet (C11-15), I now realize that I should have evaluated everything that we had planned and implemented to explain how the events went. It is good to let future presidents know *what* we did, but if an event went sour…how would they know? I now value the importance of evaluating performance for anything that I plan. |
| **I’m still not sure about**:  N/A |