



Basic Principles of Planning and Implementing

Purpose: The reason for our existence, why we are here.

Vision and Values: How what we do will look like when we are doing it and the values that will drive everything we do.

Goals: What we will achieve generally over a long period of time.

Objectives: Specific achievements, accomplishments time bound

Strategies: Ways, in general, to meet the objectives.

Tactics: Actions and plans to make the actions happen

Basic Principles of Planning and with fictitious examples – a home builder

Purpose: The reason for our existence, why we are here.

- ❑ “Build houses that are recognized for the best quality and value in DuPage county”

Vision and Values: How what we do will look like when we are doing it and the values that will drive everything we do.

- ❑ Others will see us as caring, dedicated, always looking for new, better ways to build houses
- ❑ We will listen to our customers before, during and after construction
- ❑ Our employees are our partners

Goals: What we will achieve generally over a long period of time.

- ❑ Be ranked in the top five Chicago area homebuilders for quality and customer service
- ❑ Be ranked in the top ten largest Chicago area homebuilders by 2020

Objectives: Specific achievements, accomplishments time bound

- ❑ Sell 200 homes in 2008
- ❑ Reduce customer complaints by 50% in 2007

Strategies: Ways, in general, to meet the objectives.

- ❑ Increase land acquisition and engineering staff to acquire and develop the land parcels necessary for an increased volume.
- ❑ Provide customer service training for all job foremen who have contact with customers

Tactics: Actions and plans to make the actions happen

- ❑ Hire one land acquisition person and two engineers by December 31
- ❑ Conduct two customer service training sessions by November 12