

# Types of Planning

CATEGORY	PROJECT PLANNING	MANAGEMENT PLANNING	STRATEGIC PLANNING
Purpose	To aid in the <b>completion of a specific activity</b>	To guide <b>ongoing operations</b>	To identify and <b>create change</b>
A tool for?	<b>Get it done</b>	<b>Keep it moving</b>	<b>Determine what's next</b>
Examples	Project plan New program design New service launch Event plan Disaster plan Integration plans	Business plan Marketing plan Resource management plan Funding/financial plans Board development plan Long-range interpretive plan Visitor use plan Foundational document General management plan	Strategic Action Plans Feasibility plan Growth/expansion plans "Right-sizing" plans Evolution plans "Next chapter" plans Succession plans
Common TERM or length of plan	<b>Varies.</b> The length of time it takes to complete the project is relatively shorter term; could be 2 days, could be 2 years.	<b>Ongoing; semi-permanent.</b> The plan remains in place, though elements of the plan change or are updated as needed.	<b>3-5 years.</b> You create the plan, then you completely execute the plan. Then, you start over; make a new plan, and execute that plan.
When you initiate this type of planning, what do you know?	You <b>know WHAT</b> you are trying to complete, but <b>don't know HOW</b> to accomplish it.	You <b>know WHAT</b> you are trying to manage, but <b>don't know HOW</b> to manage it.	You <b>don't know WHAT</b> you are trying to change (exactly), only that change is needed. And you <b>don't know HOW</b> to make that shift (because it is yet to be clarified).
What do you do with the plan?	You <b>COMPLETE</b> a project plan	You <b>IMPLEMENT</b> a management plan	You <b>EXECUTE</b> a strategic plan
Level of detail	High	Medium to medium-high	Low
Level of flexibility (can the plan adapt to unforeseen change?)	Low	Low-Medium	High
Think of it as	<b>A recipe</b>	<b>An instruction manual</b>	<b>A map from X to Y</b>
Nature	Operational	Operational	Transformational