

Strategically Planning Your Organization's Future - Keep It Real And Keep It Within The Culture

Lofty goals and plans can hit a roadblock when they create friction inside of a business. If they run counter to the stated mission and vision of the company or are skirting the edge of its culture it may be wise to eliminate the initiative or rethink its positioning. Not consulting with employees before new initiatives, turning objectives into obsessions, and/or creating unrealistic goals can be an implosion waiting to happen. It's wise to prepare management and staff for changes in scope and/or direction that may be on the horizon. Asking for input and involving key personnel, both on the corporate level and those in integral positions within specific areas of the company, are good ways to smoothly transition new plans into the organization's future. All too often the company's culture is the glue that helps it stay together. Understanding that many employees remain with an entity because of the culture (sometimes even more than monetary compensation) is a point to take into consideration whenever new strategies are in the initial planning stages. Certainly fresh opportunities are the lifeblood of all businesses and should not be dismissed out-of-hand. But, planning for the possibility of opportunities creates a more fluid transition and a feeling of proactive response than does the franticness of reaction. Planning sessions should address a realistic view of the organization's capabilities, and such topics as its market, competition, and the economic environment, as well as contain a reasonable perspective of its ability to adjust to potential changes and growth. Even the launching of a new division should not be the cause of culture shock. Transition issues are so important that they must be included in any and all planning. Keeping the planning on track is another situation that often creates discord. Territorial imperatives within companies must be addressed before and during planning sessions. One person's plan for growth may be another's reduction of resources. Having a full understanding of how a strategy can impact a division or an individual, and dealing with those issues in a positive manner, should be as important as the initiative itself. Creating a feeling of team and teamwork and imparting leadership are keys to the success of implementing new plans. Seamless growth, while a goal, is not always a reality. Therefore, removing bumps in the road before passing over them is always better than having to deal with their consequences later.

About the Author

Optical light source, paired with optical power meter, measures the power or loss in singlemode or multimode fibers by determining the difference.

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