



Types of Plans

Short - range and Long - range - Just Do It



Planning

When planning an event, you will need short and long - range plans.

- You first need a **S.M.A.R.T. Goal** and then you need to know how to achieve that goal.



Short - Range Plans

- Short - range plans usually cover a year or less in most organizations, but short - range plans can relative to the time needed to plan for an event.

- **Example:** If you are planning a presentation that is due in 2 weeks, your short - range goals (*what you want accomplished*) might be 3 or 4 days later.



Long - Range Plans

- Long range plans are normally 3 - 5 years for most organizations, but like short - range plans these depend on the long - term goals.

Example: If you have a presentation in 2 weeks, your long - term group goals would culminate in 2 weeks. You will look to have achieved a **benchmark** (*comparing your results or goals with other organizations*). Benchmarks can be used to motivate those in your organization.



Strategic Plans

- **Strategic** - when planning for the organization as a whole is a major component. These are long - range directions/ plans for the organization.

Resources: Resources need to be allocated over the long - term for maximum performance. You need a **vision** (a purpose and goals for the future)



Tactical Plans

- **Tactical** - Helps to implement all parts of the strategic plan.

Like when a sports team has a strategy to win a game, but in the game things change and thus tactics need to be employed to deal with a specific situation.

These are short - range or intermediate range plans that specifically demonstrate how to deal with a situation that arises in an organization.

Go to our website and visit the [Link to Nike's growth plans](#).

Functional Plans

Within an organization when tactics are employed to deal with a specific situation functional plans are used. These describe how different organizations within an organization help advance the overall strategy:

1. Production Plans
2. Financial Plans
3. Facilities Plans
4. Logistics Plans
5. Marketing Plans
6. Human Resources Plans

Look up the following types of plans, which do you think Nike would employ? Which would you employ when planning a school event?

Policies and Procedures



Policy: a standing plan that communicates board guidelines.

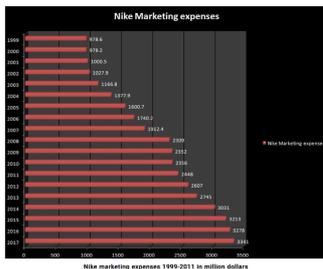
What is Nike's return policy? Look up their return policy.

Rules are actions that need to be taken in a specific situation. In your groups look at a portion of the **Nike Code of Ethics** on our website. **Note down two rules that Nike has for employees.**

Budgets

Single – used plans that commit resources for specific time periods to activities, projects, or program. For example marketing:

What do you think would cause a marketing budget for Nike to increase or decrease? What do you think would happen if Nike went over its budget? Do you think their budgets are fixed or flexible?



Forecasting



The process by which we predict what will happen in the future. Visit the forecast for Nike on our website to see what the predictions are.

Then complete the Colin Kaepernick readings and video response.