

# The **Canadian** Institute of Marketing

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## Planning and Strategizing - Simplified

By Alison Lennon, MCIInst.M

Alisonlennon2@gmail.com



Strategizing and planning are flip sides of the same coin. Simplified, Planning is the book and strategy the contents.

Hence, strategy is a **MUST** for any organization (big or small) to provide a clear long path for now and the future. This strategy directs the decision makers to make the right decisions. Strategy is a problem solver.

Planning exists before strategy. We all make plan(s) for execution / implementation. During the implementation process problems can occur making the plan too difficult for execution. This is where the problem solver (Strategy) comes in.



In other words, a plan is concrete; it is the documentation/articulation of a strategy which is abstract and dynamic, and the realization of a plan.

As a Marketing Strategist, I describe what is to be done to reach organization marketing objectives and goals. I play the central role in defining the market strategy and business goals, across all aspects of the marketing department, where success will be achieved through superior understanding and analysis of the marketplace and consumers.



### Planning

A plan says, Here are the steps  
The plan is focused on “why”  
Planning Essential  
Create plan around the strategy

### Strategizing

Strategy says, Here are the best steps  
Strategy speaks to the reasons “why”  
Strategy should come first  
Does not fit into existing plans

Consequently, to make strategy more engaging, differentiating it from a budget or plan, we need to understand that strategy is not planning. Strategy tells you what actions actually make sense and are likely to produce the result you actually want.

### What is your strategic plan?

Envisioning your future, business or personal, established clear goals, then develop a detailed strategic plan for achieving them.

One of the most frequent reasons for ineffective strategic planning is failure to think strategically.

### How to think strategically (Basics)

- ✚ Don't think you are always right
- ✚ Recharge your brain and body regularly
- ✚ Do not surround yourself majority of times with people who always agree with you. Constructive feedback is unparalleled
- ✚ Travel and see things with a world view
- ✚ Do not fix a marriage problem by booking a holiday, critically evaluate the problem and make strategic plans.

*“Perception is strong and sight weak. In strategy it is important see distant things as if they were close and take a distant view of close things.” - Minamoto Musashi*