

Abstract

Integration of Concepts into a Company's Business Plan

Moving from current state to next state in business is facilitated or operationalized through the planning process. Before jumping into planning, however, there must be a determination of what's at stake, who needs to be part of planning, as well as roles and responsibilities of all parties. Definition of what success looks like before you start helps align effort and expectation. Understanding organizational capability and culture will help in creating more successful plans. Clarity for yourself, your organization and other stakeholders before you embark on planning will go a long way to realizing success.