

# Dream: Plan: Experience



On the 1<sup>st</sup> December 2017 I posted the following on LinkedIn:  
So you think you know how to plan. Or are you making it up as you go along?

## Genres of planning

There are 2 distinct genres of planning methods namely, 'top-down' (aka 'strategic planning') & 'bottom-up' (aka 'project planning').

## Planning traps

- a) Top-down method - 'paralysis by analysis'
- b) Bottom-up approach - 'a death by a thousand cuts'

## Avoidance

To avoid either of these traps, it is vital that you find & choose an approach that integrates both approaches & bypasses both of these insidious traps.

## Planning failure symptoms

Irrespective of which planning method you choose, there are a number of common symptoms. Some of these are (Forbes researcher):

- 1) Having a plan simply for the sake of having one
- 2) Not understanding the environment
- 3) Not having the right people
- 4) 'Shelf life' of the plan
- 5) A 'straight jacket' plan
- 6) Wrong people in the wrong job
- 7) Ignoring reality
- 8) No accountability
- 9) Unrealistic (or implicit) objectives

## Causes of planning failures

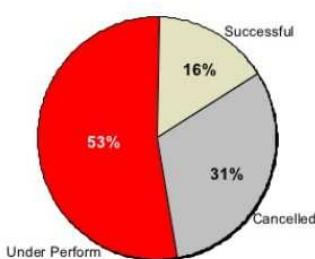
Here are 5 causes that produce the above symptoms:

- 1) Implicit deliverables
- 2) Incorrect starting process
- 3) Implicit business models which do not suit the business needs
- 4) Time wasted on wrong follow up steps
- 5) The cost of producing the implicit deliverables

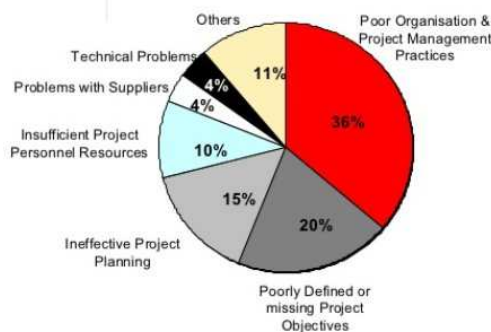
## Project - Success & Failure Rates

Reason = Inadequate Planning & Governance

Large Programs Success Rates



Why Projects / Programs Fail



Source: Standish Group International, Survey from 2500 personnel attending project management training

Perhaps it is now time to write a series of 10 articles which will explain my thesis and form the basis of my new book which I will call “Dream: Plan: Experience”.

The 10 articles will contain the 5 causes as to why strategic planning dreams experience problems and 5 as to why project planning dreams experience problems. I will explain how the symptoms lead many a strategic planner and project planner to become disillusioned with their plans and why so many plans wind up winding up. They will also explain why the so called ‘best practice’ approaches fail to avoid the 2 traps and how a smart (\*) integrated approach works and avoids the traps.

“If you want a better plan, you need to plan better, faster and more cost effectively” - [Ripose.com](http://Ripose.com) web site.

[Video](#)

[Next topic](#)

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\* Smart - Specific, Measureable, Achievable, Realistic, Timely