

RIGID PLANNING IS AN *insult* TO THE FUTURE



- ... especially in these uncertain and rapidly changing times.
- Planning over multi-year or even multi-quarter horizons is no longer effective.
- Companies need to set targets and forecasts for months, weeks or even days.

one might ask the
KEY QUESTION



How can we balance the need for agile and decentralised decision-making while also staying in control of our business and executive liability?



Read on to find out ... 



We believe dynamic planning is the answer.

Dynamic planning consists of several processes with distinct purposes, deliverables and owners.

LEADERSHIP DECISIONS
↓
↑
MANAGEMENT DECISIONS

STRATEGY 


What we **wish to achieve** in the future.

TARGET SETTING 


The **goals** we need to reach.

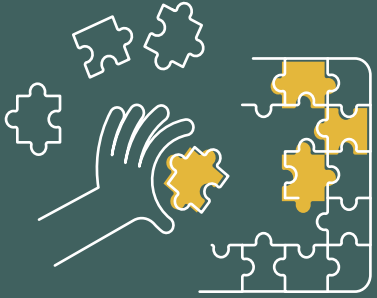
BUSINESS REVIEW 

Understanding the **gap** between what we **wish to achieve** and what we **expect to achieve**.

FORECASTING 

What we **expect to achieve** in the future.

SALES AND OPERATIONS PLANNING 

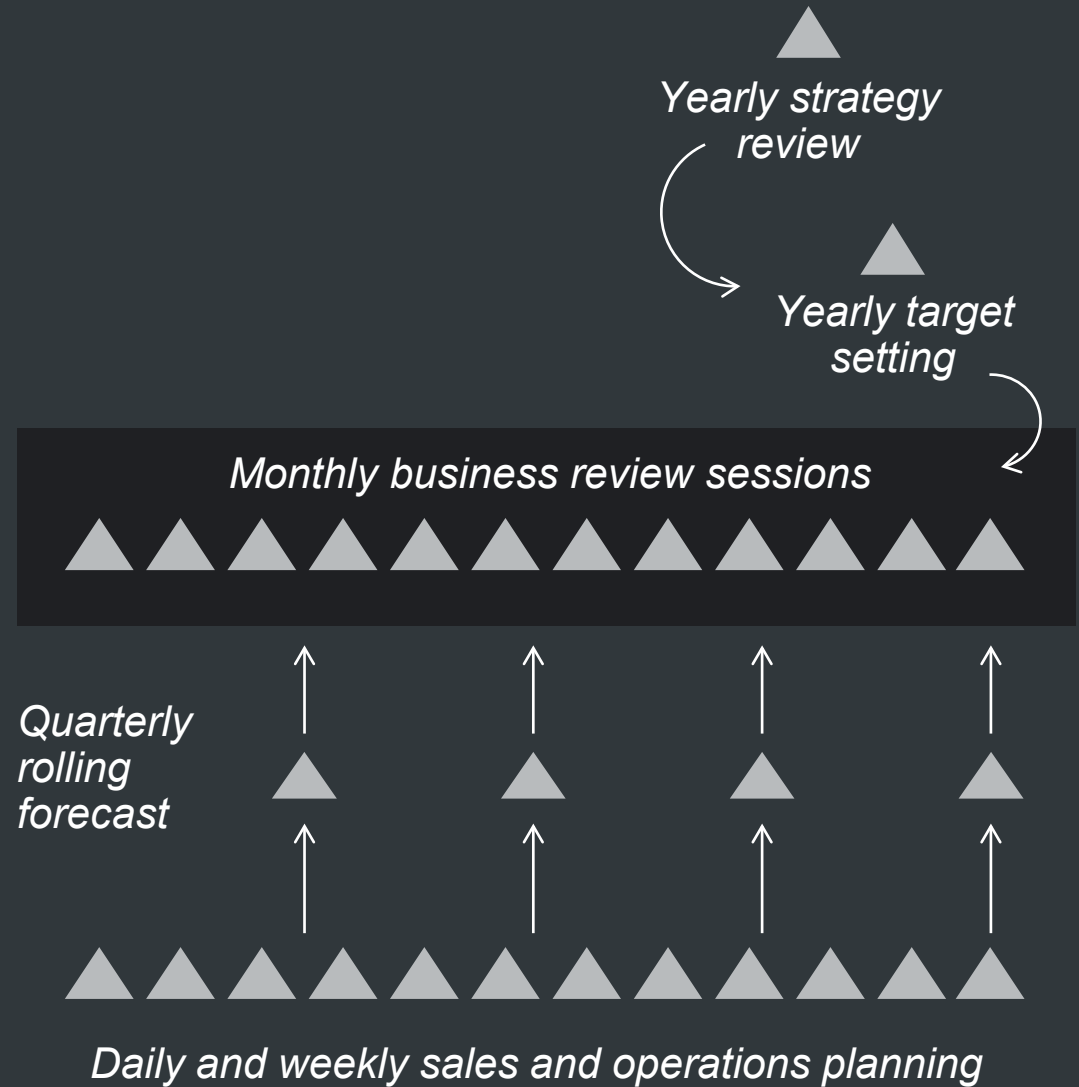


The dynamic planning processes are carefully interlinked

... to secure handovers, decisions and execution.



Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec





Missing links
can be solved
by improving
specific
activities.

LEADERSHIP
DECISIONS

STRATEGY



TARGET
SETTING



BUSINESS
REVIEW



FORECASTING



SALES AND
OPERATIONS
PLANNING



MANAGEMENT
DECISIONS

1

Set up a **strategy** and
target-setting process.

3

Understand the **gap** between
what you **wish to achieve** and
what you **expect to achieve**.

2

Define what you
expect to achieve
in the future.