



## Implementing the Plan

Once you have gone through the planning process and created a plan, the hard part begins – implementing the plan. Don't forget the reason you decided to plan.

- 1. Reward implementation.** Without proper implementation, planning is meaningless. As with planning, implementation should involve all of the management personnel. Also, for those charged with leading or directing implementation, there should be a reward or incentive built into the proper completion of the implementation phase.
- 2. Include evaluation procedures in the plan.** A plan should be evaluated as it is being implemented. Do not wait until implementation is over. Evaluation procedures should be built into various stages of the implementation process and should be used to measure performance.

- 3. The plan is a “living” document – revise it regularly as needed.** Business leaders often believe that a plan cannot be changed once it has been put in place, or at least until the next planning period. Although a plan should not be changed frivolously, it needs to be modified and updated when appropriate. As a plan is being implemented, it is not uncommon to uncover deficiencies in the plan. Also, over a planning period, things change.
- 4. The plan will not solve all of your problems.** Planning is not a magic bullet for curing what ails you. Proper planning is necessary for business success. However, it is just one of the ingredients needed for success.

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