

Objectives and Importance of Strategic Planning

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Abstract— It is no longer a secret today that planning is of central importance, not only in people's lives and their future, but in all diverse aspects of life, whether in the economic, social, political and other fields. Moving from one situation to another requires a clear plan and understandable mechanisms to ensure that the goal is achieved at the lowest cost and as quickly as possible. It is possible to distinguish between strategic and tactical planning, the first means long-term planning (more than five years), while the second can be called short-term or interim planning (usually from one to three years) and it is in the service and direction of strategic planning and is made up of its components. Strategic planning is characterized as a realistic translation of the vision and mission of the organization, while tactical planning details the mechanisms for achieving strategic goals, activities and timetables necessary for this.

Keywords— Strategic Planning – Planning – Importance – Plan – Companies - Firm

I. INTRODUCTION

The strategy is placed on three levels, namely the total or comprehensive level, the level of public administrations and the level of services. Adopting and approving strategic planning at the total or comprehensive level, however, clarifies the general orientation of the institution with all its departments, branches and services, and the point that everyone should look at, and towards which strategic planning is directed at the lower levels.

II. STRATEGIC PLANNING PROCESS

The strategic planning process includes a series of logical, organized and targeted steps, with the participation of all the leading institutions in the organization. In order to get into the essence of the strategic planning process, it is necessary to include some important questions that help in the planning process. The process of preparing the strategic plan also includes the formation of a work team responsible for accomplishing the required, provided that the mentioned team is characterized by qualitative leadership capabilities

and skills, and to be of the highest leadership ranks in the institution.

From this we can note that strategic management is nothing but a set of administrative decisions and practices that determine the long-term performance of the institution, where the strategy is formulated, applied and evaluated as the administrative methodology and the correct method of work. In addition, strategic management determines the future direction of the organization by analyzing data on the internal and external environment surrounding the institution. It is obvious that decisions are taken to determine the appropriate financial resources necessary to achieve the strategy, given that this would achieve the objectives sought by the institution.

What distinguishes a successful institution is its ability to provide its services in a competitive manner, despite the obstacles and challenges it faces, and despite the presence of strong competition between it and other institutions that want to impose its control. This seems to contradict our definition of a successful organization that must provide competitive services despite the presence of obstacles, through the genius of planning. In addition, the institution and its success is related to the ability to provide the necessary funding to provide the best and most efficient services to the widest possible segment, within the objective conditions and environment in which the institution operates, and at the same time within the highest degrees of creative and innovative planning.

III. IMPORTANCE OF STRATEGIC PLANNING

There is no doubt that the most important objectives of strategic planning is to achieve complete and complete harmony between the institution's vision, mission and goals with the objectives adopted by that institution to achieve its ambitions. Accordingly, strategic planning helps the organization to clearly crystallize its vision as well as formulate its mission, goals and strategic objectives.

As long as we are talking about strategic planning and strategy formulation, it may be useful to elaborate on that, with specific examples that clarify the purpose of each term and the mechanisms of its application, leading to the projection of those concepts to the concerned institution.

From a strategic point of view, what is meant by vision is the perceptions and ambitions of what they set the institution to be in the future. It usually consists of one or several brief but clear sentences, few words but comprehensive and expressive, characterized by having a clearly defined direction, strong logic, and confidence in the future. It is usually seen as the closest thing to a dream mixed with reality, out of reach but possible.

Perhaps it has become clear now that the leadership is better able to formulate the vision than others, for the leader masters reading the map, discerns the right direction, and looks forward to the future, no matter how overcast the sky is, no matter how inspiring the sermons and the intensified challenges. Perhaps despair begins to creep into some

brothers, who are not sure of their leadership abilities and the stability of their vision. Here it must be pointed out that this does not detract from their position, and does not degrade their status in anything. If leadership is not innate (and this is little), it is possible to acquire its skills by reading, learning and training, and this is what I am trying to present between the folds of this study. In addition, common sense may confirm that the time of innate leadership is over in these highly complex, intertwined and diverse circumstances. Which also confirms the need to be familiar with multiple skills and different and accurate sciences, the essence of which cannot be understood, mastering their details, and using them efficiently without the required learning, which by the way is often difficult and tiring, but it is entertaining and enjoyable at the same time.

IV. PROSPECTS

Some may look at those elements and the great interest in formulating the message and its vocabulary as a digression and sanctification of the frameworks more than they should, and they may be lenient in that for these reasons, but the reality is exactly the opposite, as the formulation of a clear and distinct message is one of the most important elements of building and achieving the strategy. Each of the words used in the formulation can be used to denote the strategic goals, and therefore the goals, activities and programs that the organization can follow to achieve that mission. Also, each word of the message represents the dimension towards which each member of the institution is heading. It also protects the institution from deviation, gathers supporters

around it and focuses their efforts on the basis of common understanding, complete harmony and a justified position.

Looking at the vision and mission that were formulated in the previous pages, it is now possible to derive the goals or define the strategic goals necessary to achieve that vision and mission. It is obvious that it is impossible to measure the extent of the achievement towards the vision or the message, so we saw some writings that combine them in one paragraph under the name of vision and mission, as if they are two complementary terms that are indispensable to one of the other. It is also known that it is very difficult to measure the goals or strategic goals, as under each goal or strategic goal a set of sub-goals necessary to achieve that goal or strategic goal

After all, these are the goals that I think the Islamic movement can work on in a balanced way to achieve its goals and eventually reach its just vision and mission. This does not mean that the aforementioned goals are sufficient to achieve the desired merely by listing and detailing them, but on the contrary, each tactical goal of these goals needs an action plan that includes programs and activities to achieve it, as well as it needs to provide the necessary financial, material and human resources, and set priority schedules. business and so on. Add to this the necessity of setting success criteria and the metrics to be taken to measure the efficiency of performance, and we may need to define programs, activities and other corrective actions if we are not able to achieve satisfactory progress so that we can

clearly claim that we have achieved that goal, by exceeding the result of the predetermined success criterion.

What I hope is that the reader, implementer or participant in the implementation of the plan - each in his position - will be able to identify his exact position in the strategic plan, his role, and the reflection of what he is doing to achieve the strategic goals to reach the vision. I also hope that the executor will feel the necessity and importance of his success and his performance of his work efficiently and proficiently - no matter how little or seemingly limited work - and accuracy, because the extent of his success and the success of other individuals reflects in the end the extent of success in implementing the strategic plan and achieving its objectives.

It is possible for the movement to establish a center specialized in measuring the trends of the beneficiary groups with their types, nature, age and sexual groups, and the like. It is important to get to the truth and how the movement's beneficiary groups see their activities, services, policies and others, in addition to what the movement's members see for those groups.

Naturally, we learn about how the beneficiaries see us through some indicators of their behavior such as attendance and participation in activities, urging their children to participate and join the frameworks of the movement, donations and moral support, as well as complaints and protests, and all of this can be followed up through surveys of trends.

V. PROSPECTS

Measurements in the field of learning and growth vision are concerned with increasing the capabilities, qualifications and competition of the individuals working in them. The development may consist in expanding the circle of ability, or performing various operations in new areas, or developing the means of organization or the administrative control system and so on. When measuring this perspective, it is necessary to rely on measures of resources spent on development or training rather than results, meaning that investment in this aspect is focused on the vertical level, not the horizontal.

The final objectives of the leadership of each framework are formulated in line with the general strategic plan and those of the framework itself, in preparation for the final approval of them by the movement's senior leadership. It is also important that the entire team participates in setting goals while performance is usually evaluated by the official.

Each work team prepares it within its specific framework, and the work plan should include the individuals responsible for each work and its requirements, specifying priorities, a timetable for the various works and assigning those who are needed to prepare the interim and final reports. These actions, together with the standards that have been developed, are one of the key documents of the supreme audit leadership.

It requires a statement of the activities and actions to be implemented to achieve the goals and move the plan into the real world, and this in turn requires setting goals, distributing and allocating resources, defining responsibilities and tools, training, and linking that to motivation. When carrying out executive actions, it is also taken into account that they affect and are affected by both the workers and leaders of the movement, and through them, the movement presents itself to the masses and beneficiary groups and reflects its image.

It is essential that the movement continues to pay attention to standards in order to fulfill the latter's function as a dynamic tool for management, and to this end standards should be used in all activities and in the day-to-day aspects of management. Therefore, the implementation plan should contain suggested rules and methods to ensure that the balanced performance measurement scores are turned into a part of the organizing work of the movement and its frameworks. It is necessary to work hard to reach/develop metrics that are more appropriate and representative than those used. It is hoped that the use of scales will become a dynamic, working and continuous part of the daily life of the movement and its continuous activities.

When creating an organization, it is natural that its organization and management need a clear strategy. It is certain that the absence of such a strategy will push the institution towards carrying out actions imposed by events or real conditions that may impose themselves, and may control the nature of the institution's work and divert its

course. And if the strategy as a moral tool for direction and management is necessary for all institutions, it is more necessary for new institutions, which usually face many challenges and problems at the beginning of the road, causing confusion in their priorities that may make them concerned with immediate problems - not related to their strategic plan - instead of long-term challenges and problems which The institution has to confront it. The result - unfortunately - wasting a lot of effort and money without yield, mixing priorities and shaking the personality and role of the institution.

Therefore, I saw in these lines that I present a vision for the development of the administrative strategy for the work of the Center for Conflict Resolution and Governance Affairs, using the concept of balanced scorecards, which takes into account the basic factors that affect and are affected by the work of the Center. As is customary in such cases, this study will include identifying the center's future vision and the results it wants to achieve, in addition to the required balance between the interests of the beneficiaries and the beneficiary groups, financial management, internal operations, development and growth. In this study, I will identify the important elements of each of these factors and their relationship to each other and the effect of one on the other. It is assumed that all these elements, their connections and methods of measuring them constitute what is known as the administrative strategy of the center.

It is curious to say that the vision and mission adopted by the center constitute the focus of the goals and activities that

it practices and advocates for, just as someone who wants to build a house must decide its location, area, shape, number of rooms, and paint color for each of its parts, and so on. In a more precise sense, it is not possible in any way to estimate whether progress has occurred or not without a clear vision of the end that the work should have. The center's message reflects the purpose for which the center was established, and the additions that the center will provide to what is on the scene.

VI. CONCLUSION

It is noted that strategic planning is of very great importance for institutions and companies in general.

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