



## **Planning & Management Models**

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### **The Tomato Plant Problem**

**If you plant tomatoes too close together they become entangled with each other and eventually die before producing their fruit.**

In the excitement of developing a strategic plan we tend to plant too many activities in too small a space; for example, we pile all the activities into the first quarter leaving us with absolutely no possibility of doing them all. They will all die.

### **The Trade-Off Principle**

**While you are doing one thing you cannot be doing another thing. You must trade-off one activity against another.**

As you develop the strategic plan for the coming year you need to keep this model in mind so that you do not end up with conflicting activities. You must also recognize that you have a business to run and that must take priority over any new endeavours you plan to undertake.

### **One Step At A Time**

**Take One Step At A Time when planning big changes or projects.**

Managing the change process is easier if you take One Step At A Time because it will not require a cast of thousands to execute the change. Also it allows you to evaluate the results as the changes take place and take corrective action before it is too late.

### **Must - Should - Nice**

**Prioritize the action plan by designating each action as a Must, or a Should or a Nice.**

Must actions – if they are not done then the plans will not be achieved.

Should actions – they are important but they can be delayed for another time.

Nice actions – are just that and should be removed from the plan all together.

## The 80/20 Rule

### **80% of your revenue comes from 20% of your customers.**

The 80/20 Rule is a wonderful planning AND management model for the small business owner. It is easy to remember, it is simple to use and the results are fantastic. And it applies to everything in your business. Just a few more examples:-

- 80% of your revenue comes from 20% of your customers.
- 80% of your new sales result from 20% of your marketing efforts.
- 80% of customers' complaints are caused by 20% of the problems
- 80% of your expenses are due to 20% of your expense items
- and so on and so on.....

## SMART

### **Smart Objectives are powerful objectives.**

Because they are .....

**S**pecific  
**M**easurable  
**A**ppealing  
**R**ealistic  
**T**imed

### **Strategic Focus Tools™**

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