

Typical Types of Systematic Plans

Many plans include contents that correspond in nature to the four phases of a systematic management system: overall planning, developing, operating and evaluating. Note that each organization tends to customize the plans according to the nature and needs of their organization. The following plans are some examples of common systematic plans in organizations.

Advertising and Promotions Plan (per product or service)

- Target group(s) served by the product?
- Product’s benefits to each target?
- How to convey benefits to each target?
- Who conveys benefits and when?
- How to convey the benefits?
- What resources do they need?
- Costs to get and use those resources?
- How will we evaluate the effectiveness of the Advertising and Promotions Plan?

Board Development Plan

- Results of Board assessment?
- Areas that need improvement?
- Action plans to address each area?
- Who conducts each action and when?
- Schedule for re-assessment?
- What resources do they need?
- Costs to get and use those resources?
- How will we evaluate the effectiveness of the Board Development Plan?

Evaluation Plan

- Audience for evaluation results?
- Decisions that evaluation helps to make?
- What information is needed?
- How to get that information and when?
- Who gets that information?
- How to analyze and report information?
- How will we evaluate the effectiveness of the Evaluation Plan?

Business Plan (per product or service)

- Description of product or service?
- Marketing plans:
 - What specific market need(s) exist?
 - What outcomes and benefits needed?
 - What target markets served?
 - What products/services provided?
 - Potential competitors and collaborators?
 - How to provide (“package”) services?
 - Pricing structure(s)
- Management and staffing plan:
 - What expertise (people) is needed?
 - How is expertise organized?
 - Who leads the expertise?
- Financial:
 - Estimated revenues?
 - Estimated expenses (to operate)?
 - Estimated break-even?
- How will we evaluate the effectiveness of the Business Plan?

Public Relations (per organization)

- Desired public image for organization?
- Convey image to which stakeholders?
- Convey what message to each stakeholder?
- Who conveys it and when?
- How to convey it?
- What resources do they need?
- Costs to obtain and use resources?
- How will we evaluate the effectiveness of the Public Relations Plan?

Strategic Plan (for entire organization)

- Mission, vision, values
- Critical issues
- Goals and strategies
- Action plans
- Budgets
- How will we evaluate the effectiveness of the Strategic Plan?