

Annual Planning 101

The workplace practice

Most of us are familiar with some kind of annual planning. It's a process that most businesses go through once a year to decide on strategy, objectives, and budget to guide spending and resourcing. It helps your team, stakeholders, and customers understand where your business is headed.

THINK OF IT THIS WAY

Annual planning is like prepping for a road trip. Before you leave, everyone needs to be on the same page. They need to know where you're going, the purpose of the vacation, and who is in charge of which leg of the drive. Then with your plan in place, you can relax and enjoy the journey.



The origins

All that said, a lot of people dread annual planning. And after all the uncertainty caused by the pandemic, a lot of companies are rethinking the way they plan. Some are choosing more reactive alternatives like: real-time strategic planning, or rolling forecasting that look continuously ahead at the next year or next few years.