



Strategic Versus Operational Planning

Strategic Planning

Strategic planning is macro-oriented with an emphasis on the big picture and long term goals and objectives, usually in 3 to 5 year increments. This type of planning guides the fundamental (i) decisions and (ii) actions that will shape the long term direction of a region. It focuses on two core components: Where are we now? and Where are we going?

Operational Planning

Operational planning is micro-oriented and focuses on short term goals, which usually have 1 to 18 month time frames. This type of short term planning is all about the *How (i.e., process)* of getting things doing. The focus is on operations, which includes creating and executing effective, efficient action plans.