

# PLANNING

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# WHAT IS PLANNING

- **A necessary function of management**
- **Addresses change**
- **A source of motivation**
- **A process**
- **A roadmap showing how to achieve goals**

# BASIC STEPS IN PLANNING

- **Identify problem or need.**
- **Gather pertinent information/data.**
- **Define goal.**
- **Develop actions/strategies to reach the goal. These should be objectives with measurable outcomes.**
- **Implement plan.**
- **Evaluate goal achievement.**

# TYPES OF PLANNING

- **Strategic**
- **Long-range**
- **Operational**
- **Program**
- **Project**
- **Business**

# COMMON PLANNING IN CWS

- **Three most common types of planning:**
  - **Strategic**
  - **Operational**
  - **Program**
  - **Project Planning**

# TOOLS FOR PLANNING

- **Logic Model**
  - Visual tool that displays a sequence of actions.
  - **Five core components**
    - Inputs
    - Outputs
    - Outcomes
    - Assumptions
    - External factors

# TOOLS FOR PLANNING (cont'd)

- **Force Field Analysis**
  - Developed by Kurt Lewin
  - Visual tool which identifies pressures for and against change
  - Used in decision making
  - Helps to determine strategies to overcome resistance to change

# TOOLS FOR PLANNING (cont'd)

- **Geomapping**
  - **Software technology**
  - **Effective for identifying patterns of service need and delivery**
  - **Visual tool**

# SUMMARY

- **Planning is dynamic.**
- **Planning is an on-going process.**
- **Planning occurs across all levels of practice.**
- **Planning helps manage “change.”**
- **Planning identifies barriers and supports.**
- **Planning motivates.**
- **Planning keeps us on “target.”**