



Dreaming vs. Planning

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“A vision without a plan is just a dream. A plan without a vision is just drudgery. But a vision with a plan can change the world.” –Old Proverb

Dream and Plan

Foundation of any business is its vision; not the revenue or profit achieved in current year or last year. Visualizing where the business can reach after 5 to 10 years is one of the key skills of entrepreneur. For a leader, doing business is not a job; but rather a passion to achieve their vision or dream. This passion is what drives the business and makes the entrepreneur fight against all odds to achieve the results.

However, it makes us wonder many times that in spite of having such a strong commitment, focus and so many successful benchmarks in the industry why do only few entrepreneurs reach their real objective? We realized the key difference was of planning. There are 2 kinds of people in the game; one who will dream and jump in the river, others who will dream, plan each step of how they will achieve their dream, evaluate capabilities and built it wherever required and ultimately create a structured roadmap of how to achieve their dream.

Some people think that there is no point on spending endless hours on “how will we achieve the dream as we cannot predict the future – let’s invest our efforts and evaluate our course of action with the time”. Some think that “let me devise the plan, decide each milestone and method of how will I reach there – yes I cannot predict the future, but if I have a plan I will be able to at least evaluate where did I go wrong and in future I can enhance my planning skills”.



It’s true that no business plan can ensure success; however it’s also true, that a structured exercise of creating a business plan will certainly increase the probability of success, it links imagination to possibilities.

Challenges

Businesses fail due to many reasons. Some of the main reasons are:

- Little or no knowledge of the business domain
- Failure to take advantage of available/appropriate resources
- Choice of a wrong location
- Choosing the wrong time to enter
- Poor judgment about market size or existence of audience
- Different motivators among promoters
- No coach or mentor
- Lack of start-up finances
- Lack of collecting and analysing informational resources
- Poor management skills. Inability to appropriately manage resources including material, human, financial, and informational resources to achieve the organizations goals and objectives
- Poor marketing efforts. No good advertising or online presence
- Lack of a real passion for business
- Lack of contingency planning (risk management)

How to Plan!

Planning requires more efforts than execution. It takes a lot of brainwork, more time. But the cliché is true, 'businesses that fail to plan, plan to fail.'

Write it down

Turning a dream into a plan is not as hard as it seems. Conscious and concentrated efforts reduce lot of problems and ensure that business keeps going on the track of pre-determined goals.

As some of the greatest strategists have put, "a business plan in itself is of little value. What is valuable, though, is the process of writing a business plan."

It is important to give greater focus on giving words to all ideas and concepts while planning. Without writing it down, one hardly sees where everything is going. It basically gives an overview of SWOT.



Do Market Research

For the start-up businesses, a genuine research must be carried out to see whether the market for the product/service exists. Many firms fail to undertake this fundamentally which may result in early failure.

The same goes for existing businesses. Keeping updated about what is going on in the market, what is changing it and how; goes a long way in establishing strong business tactics that are very useful to changing trends.

Get Money sorted out before starting the business or investing it

One of the many mistakes decision makers make is squandering out money outside of capacities on making dreams come true. The best ideas do come out surprisingly, but unless you can solidify it with a plan, it depresses the business and the owner. A smaller step towards building something great always creates a sense of achievement as well as confidence. Money is a very important resource when it comes to business. Even the tiniest of decisions must not be taken without considering its effect on monetary resources.

If you personally don't have enough of a financial cushion to carry your fledgling business, you have to arrange enough financing to cover all of your expenses. Working it out first is most important.

Defining how are you going to make money

Business exists to make money. True! But it must never be the goal. Profits come when the greater aim of business is fulfilled. It comes from a satisfied customer, happy investor, and motivated employee. And this achievement needs a plan with the dreamer.

A feasible business model will be the key to simplify how the business will make money.



Plan for what happens if your business is a success

To avoid a business from stagnating, this point must not be overlooked. Planning has to be done at every stage and this too. You must have plans to expand if your business experiences a boom. If not, soon the business will be out for sale.

Plan an exit strategy

As we know, success and failure are not final for any business. So many business people work hard creating successful enterprises. But not many have a plan for what will happen to their business when they're done working so hard.

A businessman may decide to exit a new business or even a well-established business. Exiting without making a loss is not easy. Many would like to sell a business to exit, but a business has to be saleable for this to happen. Many small businesses aren't, because they're dependent on one person's talents and personality. There are better ways to exit a business if the possibility is not overlooked in planning. The best time to choose an exit strategy is when you're starting a business, not when you want to get rid of it.

Dreaming is the first step in planning, rather something that gets you to plan. And plans help to keep this vision a reality.

