

# PLANNING

The most important thing in life.

**“By failing to prepare, you  
are preparing to fail.”**

*– Benjamin Franklin*

A professional business meeting in a modern office with large windows. In the foreground, a man with a beard and glasses in a dark suit is pointing at a tablet held by a woman in a grey blazer. They are both looking at the tablet. In the background, another man in a suit is shaking hands with a man in a dark suit. A glass conference table with various documents and charts is visible in the lower foreground.

# BUSINESS PLANNING



A close-up photograph of a person's hand, wearing a dark blue suit sleeve, carefully placing a gold coin onto the top of a tall stack of similar coins. In the foreground, there are several other stacks of coins of varying heights, and a large pile of loose coins is scattered on the surface. The background is a soft-focus view of a city skyline with tall buildings under a bright sky. The text "FINANCIAL PLANNING" is overlaid in the center in a large, white, bold, sans-serif font with a subtle drop shadow.

# FINANCIAL PLANNING





# URBAN PLANNING





# TRANSPORTATION PLANNING



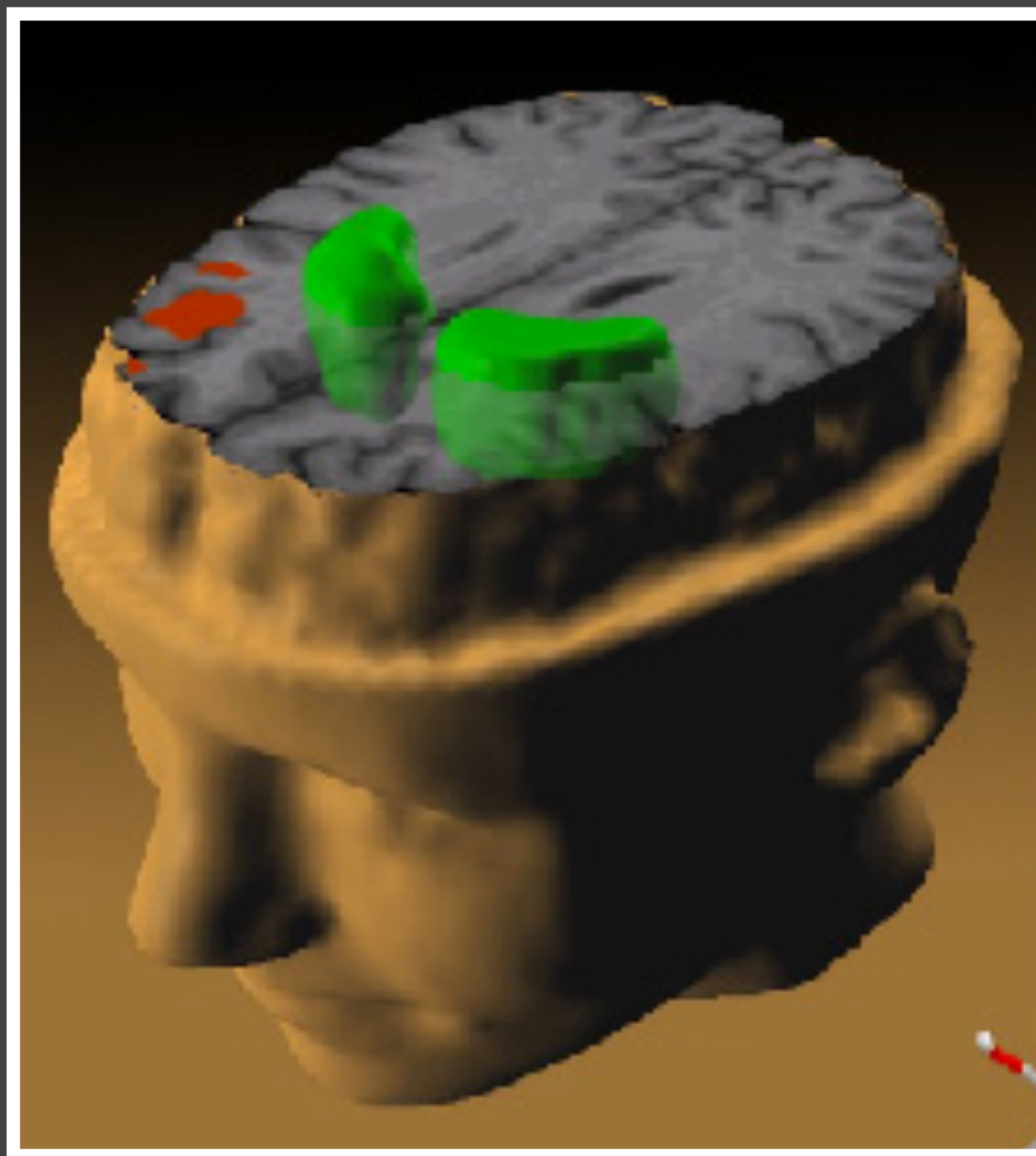
# PLANNING

- Planning isn't that fun
- It takes time and effort



- Leads to success
- Failure can be blamed on lack of planning
- Often thought of as a formal process
- Normal thought process
- Useful in our daily lives

# PLANNING





~~GOAL  
SETTING~~

**“A goal without a plan is  
just a wish.”**

*– Antoine de Saint-Exupéry*



# **FOUR STEP PLANNING PROCESS**

1

**Identify your goal**



# IDENTIFY YOUR GOAL

- What do you want to do?
- The End Objective
- When does it need to be done

**“Efforts and courage are  
not enough without  
purpose and direction.”**

*– John F. Kennedy*

2

**Break it down**



# BREAK IT DOWN

What steps are  
needed to achieve  
your goal

3

**Make a timeline**

# MAKE A TIMELINE

- Be realistic
- Start immediately
- Don't be vague
- Don't overestimate
- Don't lie to yourself



4

**Plan for the  
unexpected**

# **THE PLANNING ADVANTAGE**



# CLEAR PATH

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Gives a sense of  
direction and  
purpose.



# FOCUS

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Attain your desired  
objectives and  
goals.





# GUIDES

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Aids with the  
decision making  
process.

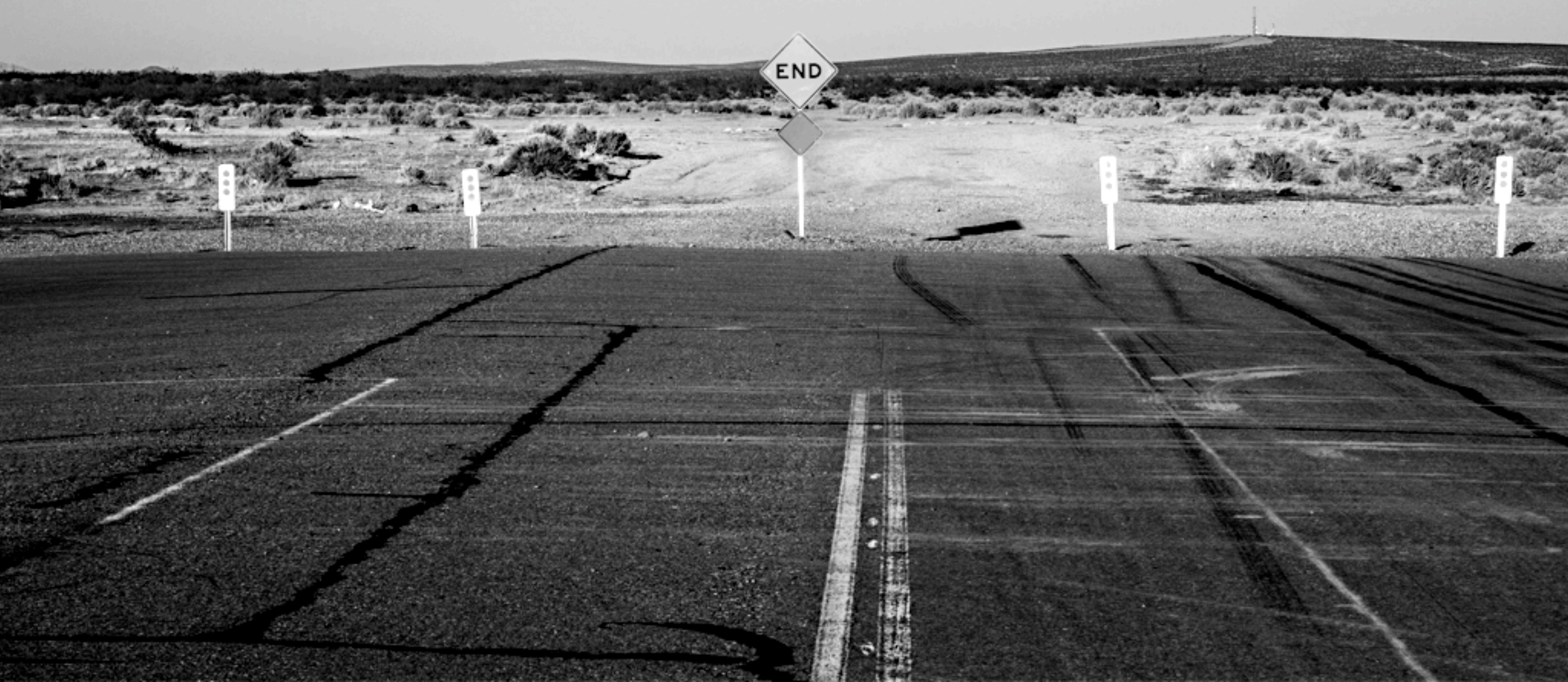




# PREDICT

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Forecast any  
problems that may  
occur.



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