



# **THE SEVEN DEADLY SINS**

## **OF POOR PLANNING**

1. Failing to be clear about what exactly needs to be achieved.
2. Under/overestimating the capacity of your resources.
3. Not collecting sufficient facts about the situation and making too many assumptions.
4. Neglecting to consult with other people who may be able to contribute further information and expertise to your plan.
5. Dealing with purely the obvious and short-term, and not considering the longer-term implications.
6. Failing to have considered a contingency plan should any of our assumptions prove to be incorrect.
7. Allocating insufficient time and discipline to your planning, thereby ensuring it not to be thorough and purely ad-hoc.