

## The Value of a Long-Term Plan

I read a blog post recently that indicated the death of long-term planning was imminent. Their point was that we need to be so flexible in a fast changing world that we should no longer make 5, 10, or 20 year plans. Even a one year plan was diminished in importance for this writer.

I understand. I agree with the writer in principle.

### **In the age of short-term, instant everything, long-range planning gets a bad rap.**

We want everything now. We want (and in most cases need) to remain flexible.

The adaptable plan...

The quick change plan...

I'm actually for it. I love the flexibility to alter our plans. I enjoy change. I like to remain adaptable.

### **I have a concern though.**

My fear is if you don't look further down the road, you'll wake up surprised someday.

You'll drift off course...

You'll lose your way...

You'll get distracted...

You don't have to be rigid with your plan. I don't even like the sound of that. You don't have to legislate the methods of reaching the plan. That could keep you from embracing current trends. You don't have to resist change because you have a plan. That seems counter-productive to me.

### **I just think you may still need a long-term plan.**

Knowing where you want to end up is one key to long-term success. To me, that requires a longer term plan.

I know this:

### **You seldom hit a target you haven't positioned in front of you.**

Read more from Ron [here](#).