



THE PROCESS TOWARDS DESIGNING A DAIRY DEVELOPMENT PLAN

Let's agree on defining the terms

STRATEGIC PLANNING TERMINOLOGY

Vision: Higher-order objective, or statement of intent, to which a strategy plan is intended to contribute. This could be a depiction of what the dairy sector will be like in three or more years.

Goal: Often a goal statement begins with "Contribute to"

Strategy/Development Plan: An approach or line of attack, or rules and guidelines by which the goals can be achieved and contribute to the overall vision. A strategy requires choice of direction amongst feasible alternatives. There are usually many different and feasible approaches which may differ in timing, cost, level of risk, technologies etc. The essential task in formulating a strategy is choosing which approach, or combination of approaches to give priority. Just as importantly it involves a conscious decision on what not to do.

Objective: A specific statement detailing the desired accomplishments or outcomes of a strategy at different levels (short to long term).

- A good objective meets the criteria of being impact oriented, measurable, time defined, specific and practical.
- Objectives should relate to the expectations and requirements of all major stakeholders.
- Objectives can and should cover a balanced variety of expectations: economic/social/cultural/environmental, etc.
- The key distinction between a goal and an objective is the goal is a statement of intent, whereas an objective describes an achievable and quantifiable target or deliverable.

Policy is a deliberate plan of action to guide decisions and achieve rational outcome(s). The term may apply to government, private sector organizations and groups, and individuals.

Policy instruments: Specific measures such as laws, regulations, incentives, information, programmes, projects etc, designed to translate policies into action.

Programme: An organisational framework to focus on specific goals that require long-term attention. Normally incorporates a portfolio of projects over different time frames.

Project: An intervention that consists of a set of planned, interrelated activities designed to achieve defined objectives within a given budget and time frame. Projects are usually designed, implemented, monitored and evaluated according to a logical framework.