

PLANNING
The first step in the planning process is to define the problem and objectives. This involves identifying the current situation, the desired future state, and the gaps between them. Objectives should be clear, measurable, and achievable.

IMPLEMENTATION
Implementation involves putting the plan into action. This requires allocating resources, assigning responsibilities, and monitoring progress. Effective communication and coordination are essential for successful implementation.

EVALUATION
Evaluation involves assessing the performance of the organization against the objectives. This includes measuring progress, identifying strengths and weaknesses, and making adjustments as needed. Regular evaluation helps ensure that the organization remains on track and achieves its goals.

Activity	Start Date	End Date	Status
Market Research	2023-01-01	2023-03-31	Completed
Product Development	2023-04-01	2023-06-30	In Progress
Marketing Campaign	2023-07-01	2023-09-30	Planned
Operational Rollout	2023-10-01	2023-12-31	Planned

LINGSTON

