

Free literature review on the impact of business planning on strategic planning p...

[Business](#), [Strategy](#)



It is conceptualized that any organization that effectively embraces strategic planning will record better results as compared to those that have not. The general relationship between strategic planning and business planning becomes apparent since strategic planning is aimed at guiding various program internally in the organization, while the business plan is mostly intended to be used even by the external parties (Dunworth, & Saiger, 2008, p. 17). In regard to program planning, it becomes imperative for the nursing practitioner to adopt both the strategic and business planning approach so that the program designed becomes effective and have the ability of maximizing on the involvement of the intended populations affected by the disease especially in policy formulation and implementation.

The business plan has a great impact on the strategic planning of a program since it demonstrates how a certain intervention such as a strategy or a policy can be clearly understood so as to contribute to the actual or possible impacts (Orton, Menkens & Santos, 2009, p. 1423). Particularly, in the logic model, the program that has been designed is better understood to impact a series of intermediate outcomes that ultimately produce the intended long term results. Therefore, when a nurse embarks on designing or redesigning a certain program, the use of business planning effect on the strategic planning that characterizes the program ought to be clearly defined using both the logic and the program theory models (Orton, Menkens, & Santos, 2009, p. 84).

It is also worth noting how business planning relate to program planning. For any program to be considered successful, it must have achieved its predetermined goals in accordance to its business plan (Backer, 2005, p.

322). This notion further explains that the health program designed solves the problems or performs the jobs that it was intended for.

References

Backer, T. E., Stephen, M., & National Institute on Drug Abuse. (2005).

Strategic planning for

workplace drug abuse programs. Rockville, Md: U. S. Dept. of Health and Human Services, Public Health Service, Alcohol, Drug Abuse, and Mental Health Administration, Office for Research Communications, National Institute on Drug Abuse.

Dunworth, T., & Saiger, A. J. (2008). State Strategic Planning Under the Drug Formula Grant

Program: An Evaluation. DIANE Publishing.

Issel, L. M. (2014). Health program planning and evaluation: A practical, systematic

approach for community health. Burlington, MA: Jones & Bartlett Learning.

Orton, S. N., Menkens, A. J., & Santos, P. (2009). Public health business planning: A practical

guide. Sudbury, Mass: Jones and Bartlett Publishers.