

## **Sideline Management Skills: Planning**

In launching your Sideline you will have many opportunities to plan the work and then work the plan. Too little planning creates “stricture” in producing good results, as does too much planning and structuring of activities. Time to test yourself on your Planning Knowledge and Skills.

### **TEST YOURSELF**

#### **Eight Sideline Planning Skill Attributes:**

[For definitions of each of these 8 attributes see the Studio Section description of the Skills]

#### **Directions: 2 Planning Incidents [select best skill]**

From the following list of 8 Sideline Planning skill attributes, identify the skill that appears to best address the Incident, and write a brief explanation about why you preferred the alternative you chose. Then please do submit your answer to the Forum for anonymous community discussion. If you need to review the skill options before responding, click on **Sideline Skills**

#### **Eight Sideline Planning Skill Attributes**

- 1 Review Effectiveness Goals – doing the right things**
- 2 Reset Efficiency tactics – doing things right**
- 3 Become clear and agreed with stakeholders about what matters most**
- 4 Examine most important customer measures of quality**
- 5 Have one or more “unit measures” of desired outcomes**
- 6 Conduct cost-benefit analysis of current strategy**
- 7 Review external threats and opportunities**
- 8 Assess internal strengths and weaknesses**

**Planning Incident #1:** At 16 my Sideline is modeled after Rick Steves, who started taking people abroad as a teenage tour guide, your age. I’ve traveled once with my parents, and a second time by myself. Everything went great. My parents support this. Rick gained customers by teaching a travel abroad cheaply class through an Experimental College at a nearby University. I’m not sure how to gain customers or announce my availability to lead student tours.

Which one of the 8 Sideline Planning skill attributes do you pick, and why?

Ans #8: Assess internal strengths and weaknesses. It appears you lack insight and confidence about how to reach out to potential customers. Also #1: review Effectiveness Goals. You not sure what is the right thing to be doing to increase visibility with prospective customers – seek help, including calling Rick Steves – he was your age once.

**Planning Incident #2:** I love to kayak and where I attend college I'm able to paddle frequently. I thought about teaching kayaking on the side but stumbled across a simpler idea: offer take-away kayak rentals for people who want to pick up 1-2 used kayaks and gear on a Friday afternoon, and bring them back on a Sunday evening. I can buy used plastic kayaks for \$600 and spruce them up w a simple "ironing" or heating of the plastic to smooth out blemishes. Dad is willing to loan me \$8000 for 10 kayaks, plus discounted gear, and an adapted 14' boat trailer. I can store the boats on the trailer and haul them to a visible location for take-away rentals at \$250/boat for the weekend. I think it will work. Your thoughts?

Which one of the 8 Sideline Planning Skill Attributes do you pick, and why?

Ans #4: Examine customer measures of quality. It's not clear if take-away customers will want visibly used boats, or rent from someone who's boats are made available in a vacant lot rather than a retail story. Maybe none of the above matters but worth checking out.