Top Down or Bottom Up planning

**Top Down**
- Decisions taken at the top
- Lower level managers have little input
- Plans are passed down for implementation
- Planers are able to focus on strategic issues (can be divorced from the detail)

**Bottom Up**
- Involves all levels of managers and others
- Ensures all are involved and all issues are considered
- Functional managers able to suggest and evaluate plans
- A danger of having too narrow a perspective without seeing the bigger picture
- Communication – getting more people on board backing you