

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
Planners 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