**Engaging the Process of Planning**

Each week, you will be asked to respond to the prompt or prompts in the discussion forum. If there are two questions to the week's discussion, you are to respond to both questions in your initial post. Your initial post should be a minimum of 300 words in length, and is due on Sunday. By Tuesday, you should respond to two additional posts from your peers. If you have not done so lately, please review the [Rules of Discussion](https://content.grantham.edu/academics/01_Instructional_Designers/Rules_of_Discussion.html).

For your follow up post...review the responses provided by your peers. Engage in conversation, or even civil debate, as you discuss their insights and viewpoints. You may ask questions for clarification (if you are confused by their initial post) or pose questions that advance the conversation.

Question A:

What are the steps in engaging the process of planning? How do you ensure that you, your group, and your organization engage in the process before acting?

Question B:

What is an example from your life when you have witnessed a failure in planning? What were the consequences? How could playing the movie forward have helped?

Planning

On August 6, 2010, HP announced that CEO Mark Hurd, widely credited with turning the troubled company around, was resigning. The reason for his resignation? According to HP’s statement, the company’s general counsel had conducted an investigation into Hurd and found that he had **not** violated the company’s sexual harassment policy. It made no sense, and investors and the media were very confused by why Hurd was leaving.

On August 9, CNBC reported that Hurd would collect between $34 million and $40 million in severance payments.

On September 6, Hurd joined Oracle, HP’s rival, as co-president. Investors at HP were outraged. The next day, HP sued Oracle and asked the court for an injunction to prevent Hurd from starting at his new job. Two weeks later the companies settled, and Hurd kept his new job at Oracle.

Ten days after the lawsuit settled, HP named Leo Apotheker, former CEO of German software giant SAP, as CEO of HP. He was fired just one year later, after HP stock had fallen drastically during his tenure, with a multi-million dollar severance package. Meg Whitman, HP board member and former eBay CEO, became HP’s CEO. By the time Whitman began as CEO, HP stock had lost nearly half its value between Hurd’s departure and Whitman’s arrival.

Write a paper to argue how this case study is an example of the harm that is caused by not planning. Re-compose this case study using the three types of planning: strategic, operational and tactical.

The requirements below must be met for your paper to be accepted and graded:

         Write 3 – 5 pages using Microsoft Word in APA style.

         Use font size 12 and 1” margins.

         Include cover page and reference page.

         At least 80% of your paper must be original content/writing.

         No more than 20% of your content/information may come from references.

         Use an appropriate number of references to support your position, and defend your arguments.

         Cite all reference material (data, dates, graphs, quotes, paraphrased words, values, etc.) in the paper and list on a reference page in APA style.

The following are examples of primary and secondary sources that may be used:

         Primary sources such as, government websites ([United States Department of Labor Bureau of Labor Statistics](http://www.bls.gov/), [United States Census Bureau](http://www.census.gov/), [The World Bank](http://www.worldbank.org/), etc.), peer reviewed and scholarly journals in EBSCOhost (Grantham University Online Library) and [Google Scholar](https://scholar.google.com/).

         Secondary and credible sources such as, [CNN Money](http://money.cnn.com/), [The Wall Street Journal](http://www.wsj.com/), trade journals, and publications in EBSCOhost (Grantham University Online Library).

The following are examples of non-credible and opinion based sources that may not be used:

         Non-credible and opinion based sources such as, Wikis, Yahoo Answers, eHow, blogs, etc.

[View your assignment rubric](https://content.grantham.edu/academics/01_Instructional_Designers/WrittenAssignmentRubric.htm).