

Two key functions or principles of management that are central to the successful execution of a project or organizational operations are Planning and Controlling.

**Resource Optimization:** By anticipating needs and potential problems, planning helps ensure resources are allocated effectively. For instance, in a software development project, planning would involve setting milestones, timelines for each development phase, identifying the resources needed (e.g., developers, testers, tools), and anticipating risks like technical difficulties or delays in approvals.

**Controlling Definition:** Controlling is the process of monitoring performance, comparing actual results with planned outcomes, and taking corrective actions when necessary to ensure that the organization or project stays on track to meet its goals.

**Planning Definition:** Planning is the process of setting objectives, determining the actions required to achieve those objectives, and developing a framework or strategy for how to reach those goals.

**Strategizing:** Identifying how to achieve these goals, including resource allocation and scheduling. It involves forecasting future conditions, identifying potential challenges, and preparing a roadmap for success.

**Examples of Planning in Action:**

**Project Planning:** Before starting a construction project, a detailed plan is developed that outlines the project scope, timeline, budget, and team roles. It involves setting performance standards, measuring actual performance, and applying corrective measures to address deviations from the plan.