

## **For Meeting's 1 & 2: SWOT Analysis to Identify Significant Opportunities and Challenges to Develop Strategic Directions**

### **Definition of SWOT**

- SWOT is a general situational analysis technique, which can be applied across diverse functions and activities, but it is particularly appropriate to the early stages of strategic planning.
- Performing a SWOT involves generating, recording, and analyzing the strengths, weaknesses, opportunities, and threats in relation to a particular entity (or task).
- The analysis takes into account the internal, present resources and capabilities (strengths and weakness) and factors external, future to the organization (opportunities and threats).

### **Benefits of SWOT analysis**

- Impetus to analyze an entity's (or situation's) opportunities and challenges in order to develop suitable strategies and tactics
- Framework understanding internal and external context to enable effective response to change
- Basis for assessing distinctive, core capabilities and competencies
- Evidence for and cultural key to change
- Stimulus to participation in a group experience

### **Next Steps**

- Between Meeting 1 & 2 -- Committee members contact stakeholders to ask them -- What do you think are the REC's current strengths? future opportunities? significant challenges? Record their comments and be prepared to present.
- Meeting 2 -- The committee will use their SWOT and the additional stakeholder input to come up with a final list of recognized, significant strengths, opportunities and challenges from which he committee will develop big picture, broad strategic directions for the future.

SWOT analysis in conjunction with stakeholder analysis can help the team to identify the organization's critical success factors to survive and prosper. (Leidecker and Bruno, 1984; Jenster, 1987; Johnson and Scholes, 2002).

