

SWOT Analysis for Improving Kids' Environment (including annual conference) Please fill in the boxes with read headings.

Criteria examples

Advantages of mission?
 Capabilities?
 USP's (unique selling points)?
 Resources, Assets, People?
 Experience, knowledge, data?
 Finances?
 Marketing - reach, distribution, awareness?
 Innovative aspects?
 Location and geographical?
 Quality of product(s)?
 Qualifications, certifications?
 Processes, systems, IT, communications?
 Cultural, attitudinal, behavioural?
 Management cover, succession?
 Partnerships, relationships?
 Philosophy and values?

Strengths

Weaknesses

Criteria examples

Disadvantages of mission?
 Gaps in capabilities?
 Reputation, presence and reach?
 Financials?
 Own known vulnerabilities?
 Timescales, deadlines and pressures?
 Cash flow?
 Continuity, robustness?
 Effects on core activities, distraction?
 Reliability of data, plan predictability?
 Morale, commitment, leadership?
 Accreditations, etc?
 Processes and systems, etc?
 Management, succession?

Criteria examples

Issue developments?
 Industry or lifestyle trends?
 Technology development and innovation?
 New issues?
 Niche issue areas?
 Geographical?
 New USP's?
 Tactics?
 Information product development?
 Data analysis and research?
 Partnerships, agencies, cooperation?
 Outside influences?

Opportunities

Threats

Criteria examples

Political effects?
 Legislative effects?
 Environmental effects?
 IT developments?
 Market demand?
 Vital contracts and partners?
 Sustaining internal capabilities?
 Obstacles faced?
 Insurmountable weaknesses?
 Loss of key staff?
 Sustainable financial backing?
 Economy?

If IKE were given \$1 million, how should we utilize the money?