

Strategic Planning Level I Institute of Government

SWOT Analysis

Internal analysis is conducted to examine the strengths and weaknesses of the organization. Areas to consider include:

- organizational culture
- people, human resources
- structure
- systems and processes
- services and outcomes
- funding
- technology

What are two trends or issues your county is facing internally that should be addressed if you're able to move forward strategically?

External scan is undertaken to identify the major threats and opportunities that face the organization in the foreseeable future. Consider the following areas:

- Societal/demographic
- Economic/fiscal
- Regulatory/legislative
- Environmental
- Technology

What are two external trends that need the county's attention or focus? Are they threats or opportunities?

Vision Development

If you left your county today and did not return for five years, what would you like to see? Feel free to answer this question as specifically or broadly as you wish.

If you left your county today and did not return for five years, what would you like to hear people say about the county? Feel free to answer this question as specifically or broadly as you wish.

Strategic Issues and Goals Development

List the top 3 issues that you feel the county must address over the next 3-5 years. Identify a broad goal or what you hope to accomplish related to each strategic issue.

Strategic Issue 1:

Broad Goal:

Strategic Issue 2:

Broad Goal:

Strategic Issue 3:

Broad Goal: