

So We Are Doing What?

Overview: SWOTs



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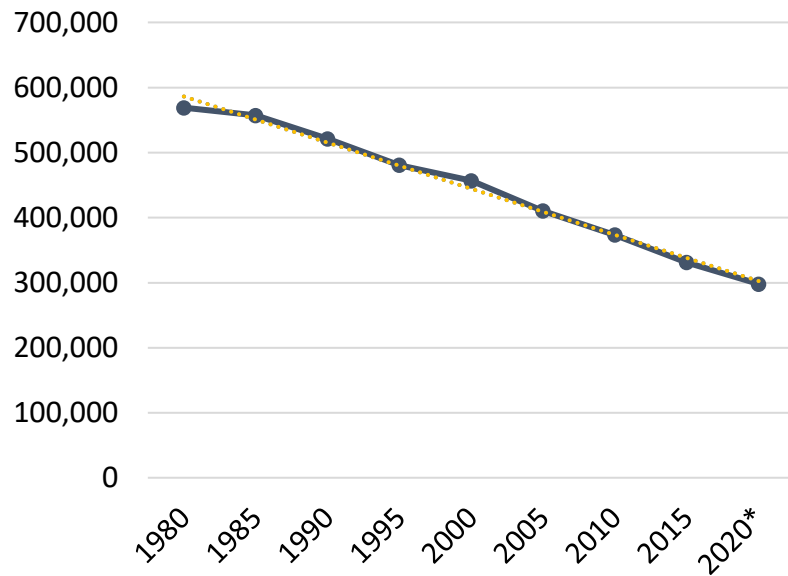
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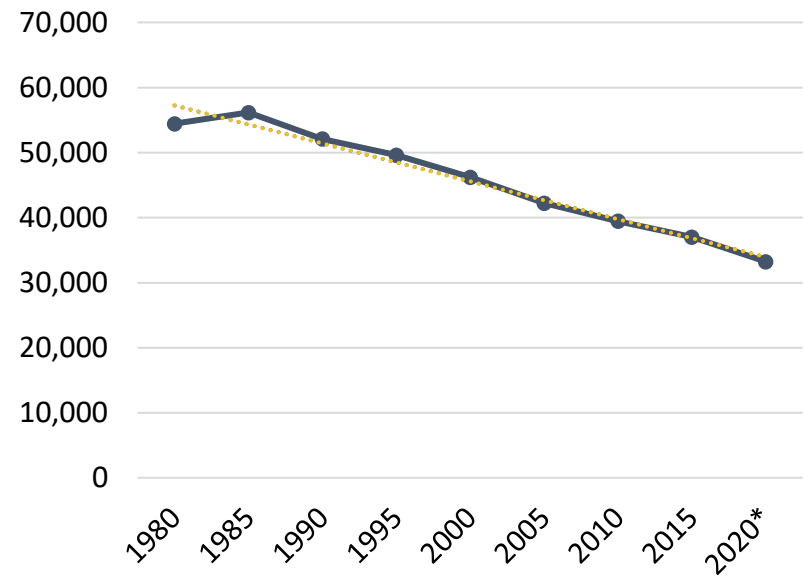
NAMI – North America Membership Initiative

Membership Trends

CA1

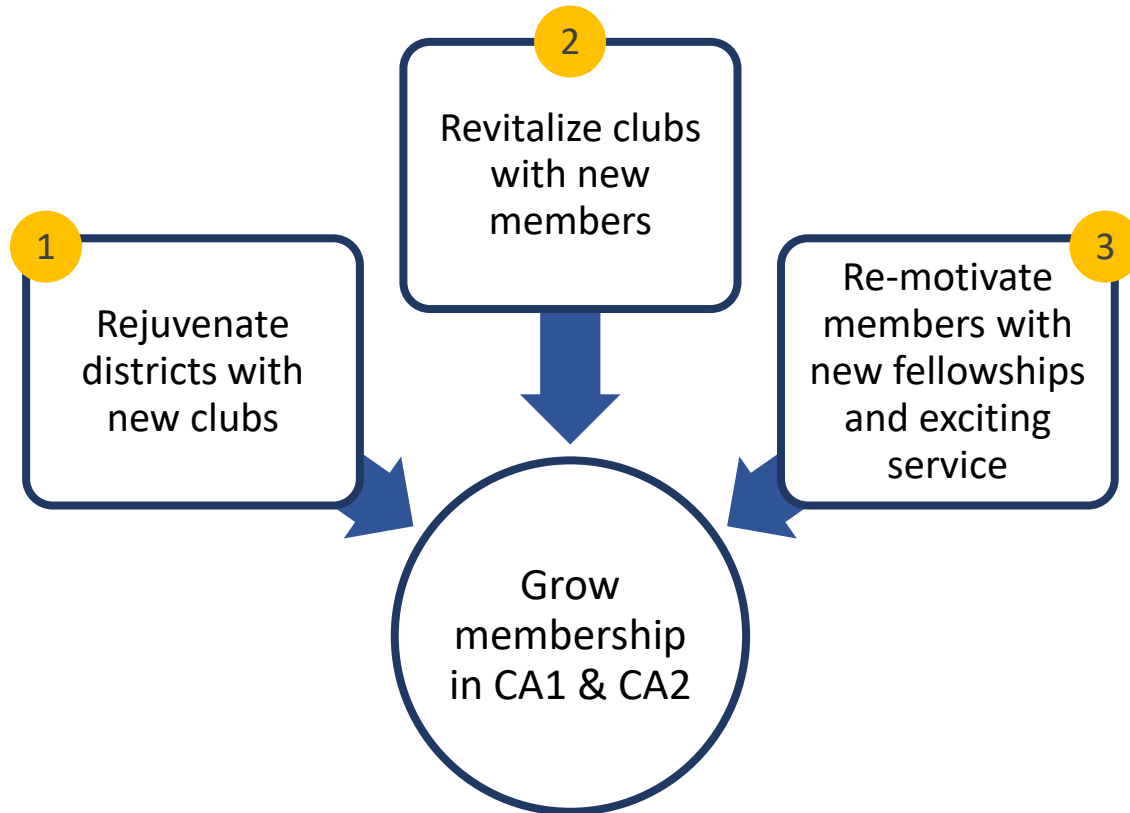


CA2

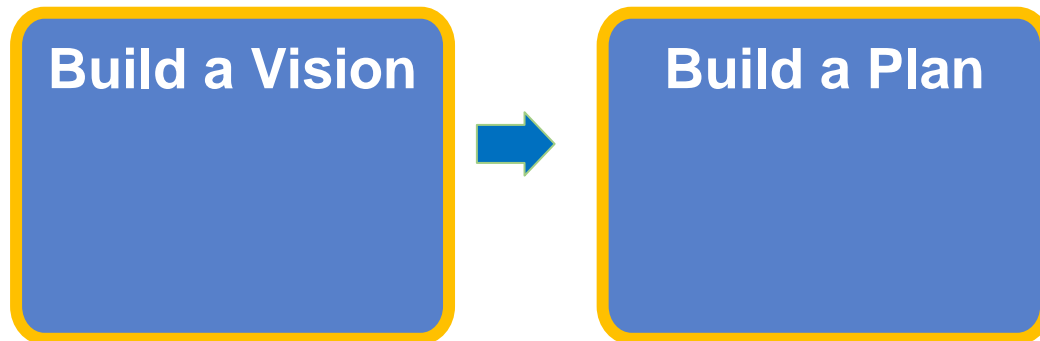


* Forecast

NAMI Objectives



NAMI Process





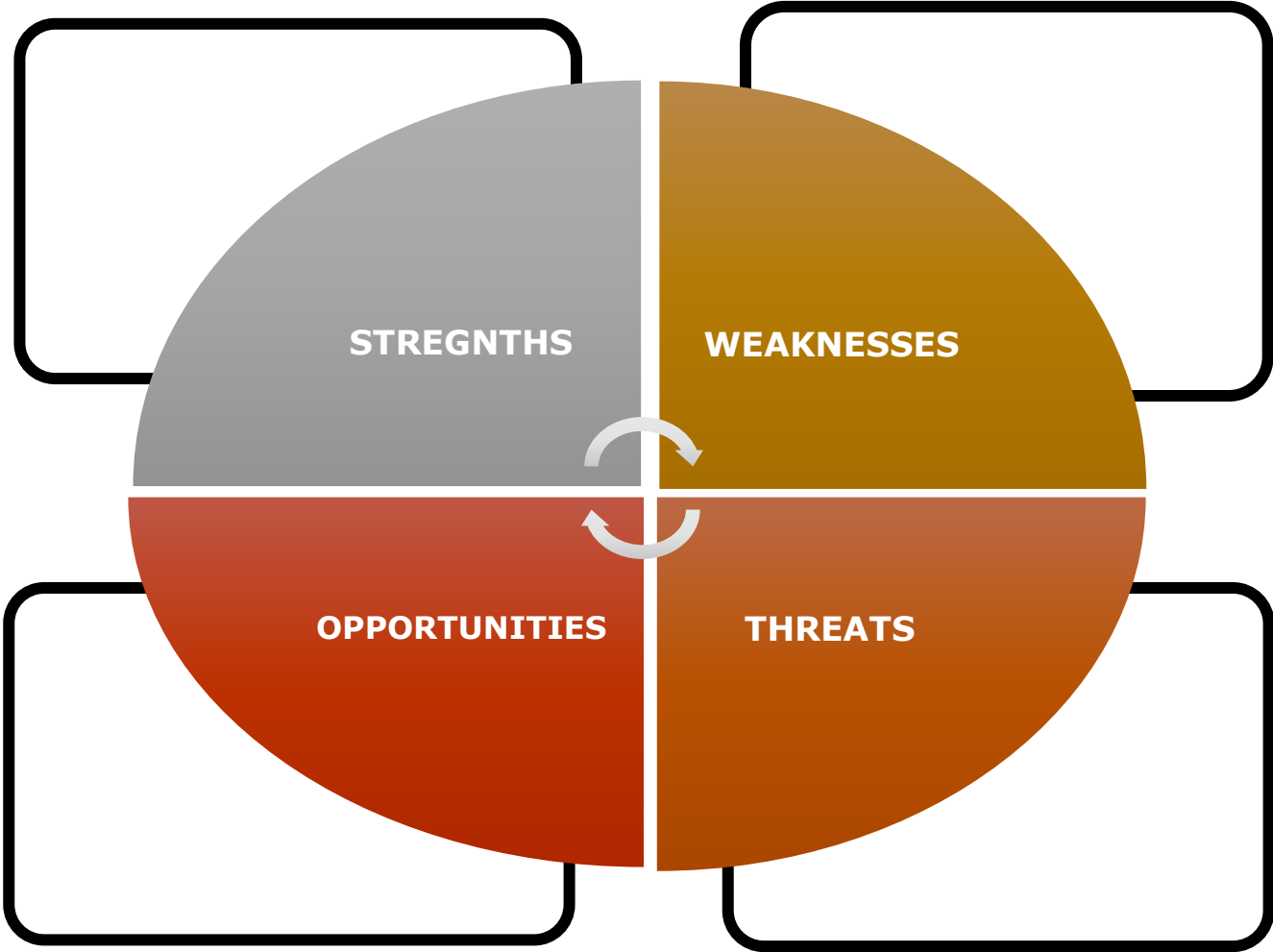
Strengths

Threats

Opportunities

Weaknesses

SWOT



STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

So what can a SWOT analysis do?

Internal – strengths & weaknesses



External – opportunities & threats



Pros and Cons on Steroids



Why do we need a SWOT?

1. Set Up for Success



Service
Leadership
Strength



2. Adapt to Change



3. Have a Long Term Focus



So how do we do a SWOT? ? ? ?

- 1. Gather your team**
- 2. Explain brainstorming rules**
- 3. List strengths, weaknesses, opportunities, threats**
- 4. Prioritize**
- 5. Build a plan**

BY THE WAY - There's a technique to doing a successful SWOT Analysis!

Questions?

