

Developing a Road Map for Future Success

THURSDAY, JANUARY 12TH, 12PM – 1:00PM | FACILITATOR: Hugh Wesley Carrington, Ph.D.

NonProfit HelpDesk

A project of the Jewish Community Council of Greater Coney Island (JCCGCI)

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Three-Part Series...



Session One

- Where are we now?

Session Two - Where are we going?

Session Three

- How are we going to get there?



There's another question...

Where have we been?



Your History...



Session One - Where are we now?

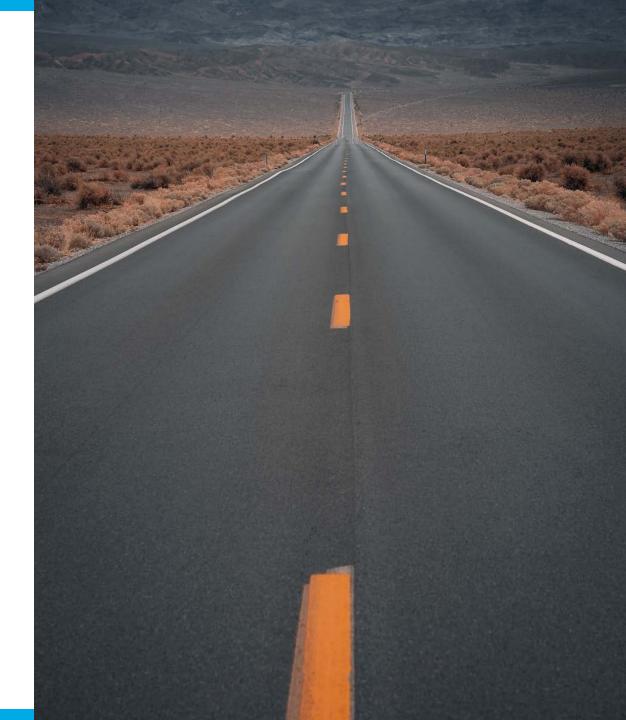


Do you want to be successful?



No Plan...

What is your plan -road mapfor future success?



Success for any organization is predicated on having a road map and being able to follow it.



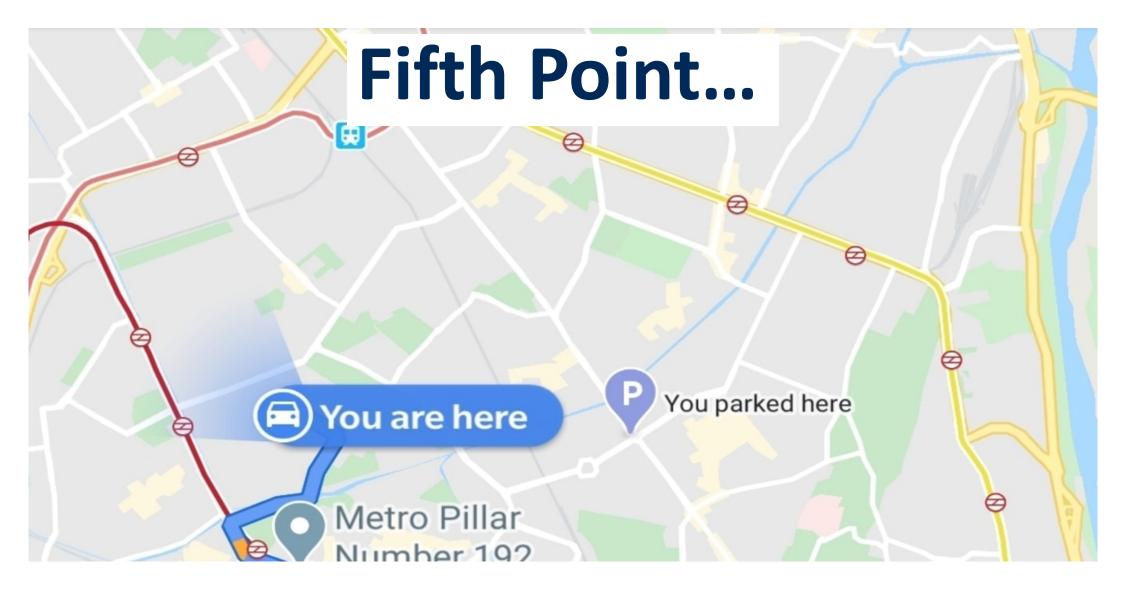
Road Map...

We know where we're going!

Four Points:

North East South West





Where are we now?



You must determine where you are before you can decide where you're going and how you're going to get there.







The task of crafting a road map is a work in progress, not a one-time





Road Map is a blend of:

Proactive (deliberate) elements include **planned initiatives** to improve the organization's performance.

Reactive (emergent) elements developed **on the fly** in response to unanticipated developments.

Abandonment (superseded) elements that **no longer fit** with the organization's ongoing plans.





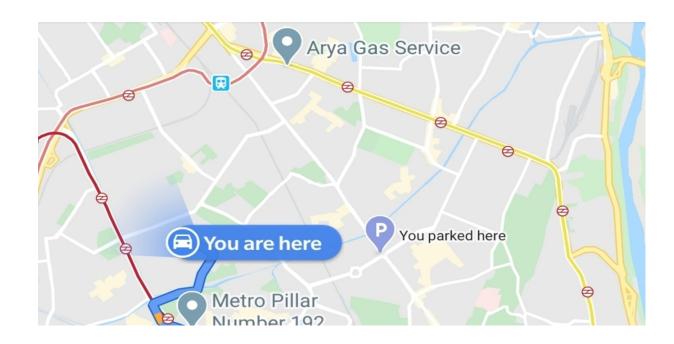


1. Road Map for Future Success Where are we now?

This is what we do...
This is how we do it...
This is why we do it...



2. Road Map for Future Success Where are we now? Environmental Scan



The macro-environment encompasses the broad environmental context in which a company's industry is situated that includes strategically relevant components over which the firm has no direct control.



PESTEL analysis focuses on the six principal components of strategic significance in the macro-environment.

- Political factors
- Economic conditions (local to worldwide)
- Sociocultural forces
- Technological factors
- Environmental factors (the natural environment)
- Legal and regulatory conditions

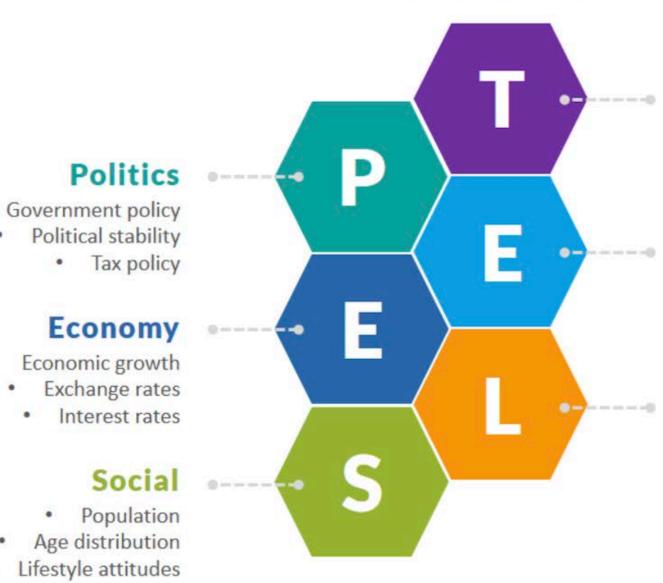


PESTEL ANALYSIS TEMPLATE

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Technology

- Technology
 incentives
- Automation
- R&D Activity

Environment

- Weather
- Climate
- Environmental Policies

Legal

- Employment laws
- Consumer protection laws
- Health and safety laws



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PESTLE





3. Road Map for Future Success

Where are we now? SWOT Analysis





Pre: looking at what is happening internally and externally to determine how you need to shift or change.

Post: evaluate the **efficacy** of your road map.



SWOT analysis is a situational assessment or situational analysis of an organization.

Strengths Weaknesses Strength Weakness **Opportunities** Opportunity Threat **Threats**



How to Do a SWOT Analysis

Strengths

- What do we do well?
- What have our customers or partners told us they like about us?
- In what areas do we outpace our competitors?
- What's unique about our business, products, or services?
- What assets do we own (Intellectual property, proprietary technology, capitol)?

Weaknesses

- What can we improve?
- What are our customers or partners dissatisfied with?
- Where do we fall behind our competitors?
- Where are we lacking in knowledge or resources?

Opportunities

- What emerging trends can we take advantage of?
- Which of our strengths might be valuable to potential partners?
- What adjacent markets might we tap into?
- Are there geographic locations with less competition?

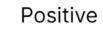
Threats

- What is our competition doing?
- How could our weaknesses leave us vulnerable?
- What market trends are we unprepared for?
- What economic or political issues could impact our business?



External

Internal



Negative

SWOT Analysis	
Strengths	Weaknesses
Your advantages	Areas for improvement
Opportunities	Threats
Situations to apply your advantages	Where you are at risk



Homework...

— History - What, How, & Why — Environmental Scan – SWOT Analysis





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Takeaway...

