



SITUATIONAL ANALYSIS

- Objectives**
- To identify external opportunities and obstacles facing the organization
 - to identify internal strengths and weaknesses of the organization
 - to discuss additions to this analysis
- Time it takes**
- 1 hour
- What you Need**
- handout: "Situational Analysis Worksheet"
 - flip chart and markers
- How it's done**
1. Introduce situational analysis as a planning step which helps us examine the current situation of our organization and its external environment so that we can identify and agree on major issues which affect how we plan for the future. Distribute the handout and give several examples under the different headings (eg. Strength: diverse skills of members; weakness: lack of stable funding; opportunities: increasing media coverage of gender issues; obstacles: "competition" increasing number of women's organizations).
 2. Divide participants into appropriate grouping: (eg. members from two branches or sections may group together or individuals may group according to common interests such as education/health or rural/urban).

Direct participants to: 1) brainstorm points for the worksheet on external opportunities and obstacles to be faced in the next two to five years; 2) choose which four points are most critical to your organization's future, by vote, if necessary; 3) repeat these two steps for the worksheet section on internal strengths and weaknesses. Advise that some groups will report to the total group. Allow forty minutes.
 3. In the large group, have two to three groups report on the selected critical external forces and internal resources. Record common points.
 4. Discuss additions to process: e.g. literature review, focus group discussions; divide the external analysis into three parts: clients/market; competitors and allies; social, cultural, economic, political and technological forces.
- Note: Some participants may know this method as "SWOT" analysis (strengths, weaknesses, opportunities, threats).

Situational Analysis Worksheet

Directions:

1. In your group, brainstorm points on external opportunities and obstacles your organization faces over the next 2-5 years.
2. Choose up to 4 points that are most critical to your organization's future. Vote if necessary.
3. Repeat steps 1 and 2 for internal strengths and weaknesses.

After about 40 minutes, some groups will report on the selected critical external forces and internal resources.

External/Outside/Around Us	
Opportunities	Obstacles

Internal/Within Us	
Strengths	Weaknesses