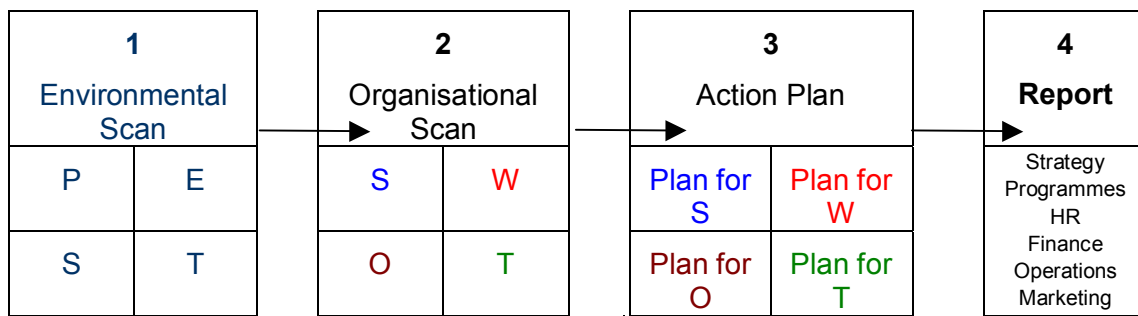


Steps in the Strategic Planning Process



P(olitical)
relating to distribution of power between people, citizens and government, and between governments, (e.g. legislation)

E(conomic)
Relating to distribution of power in the workplace, micro- and macro-economic forces and trends (e.g. unemployment)

S(ocial)
Relating to cultural lives of communities and general trends (e.g. ageing, or westernisation)

T(echnological)
Relating to capital and human components of technical progress (e.g. the internet)

S(trength)
Positive aspects *INSIDE* the organisation

W(eakness)
Negative aspects *INSIDE* the organisation

O(pportunities)
Positive aspects *OUTSIDE* the organisation

T(hreats)
Negative aspects *OUTSIDE* the organisation

Action Plan
S(trength)
Plans to **HARNESS** positive aspects inside the organisation

Action Plan
W(eakness)
Plans to **REPAIR** negative aspects inside the organisation

Action Plan
O(pportunities)
Plans to **EXPLOIT** positive aspects outside the organisation

Action Plan
T(hreats)
Plans to **AVERT** negative aspects outside the organisation

Import above into Strategy and continue through report template

