

Developing Goals and Objectives

Small Group Exercise: Using the model Vision Statement , and the Assets and/or Needs Assessment, establish 3 Goals for the Economic Development Program.

Develop up to ten objectives.

Record them on the flip charts.

Review of SWOT Analysis

Strengths: attributes of the community that are helpful to achieving the objective.

Weaknesses: attributes of the community that are harmful to achieving the objective.

Opportunities: *external* conditions that are helpful to achieving the objective.

Threats: *external* conditions that could get in the way of achieving the objective.

A SWOT analysis is always done in connection with specific goals or objectives

SWOT Analysis

for Objective _____

Positive

Negative

Internal

Strengths

Weaknesses

External

Opportunities

Threats

SWOT Analysis Exercise

- **Small Groups:** Select an objective and perform a SWOT analysis by filling in the table. If you have time, do another one.

Record them on the flip charts

Use of the SWOT Analysis

- **How can we use and capitalize on each Strength?**
- **How can we improve or overcome each Weakness?**
- **How can we exploit and benefit from each Opportunity?**
- **How can we mitigate each Threat?**
- **Can we convert Threats or Weaknesses into opportunities?**
- **The information developed in a SWOT analysis can be helpful in setting priorities and developing a work program.**

Prioritizing Objectives

There is no need to prioritize IF unlimited resources are available (money, staff, expertise).

Criteria for prioritization of objectives:

- **How central the objective is to the vision**
- **The impact of achieving the objective**
- **The relationship of the objective to other objectives**
- **What needs to happen first?**
- **What needs to happen concurrently?**
- **What objectives can attract adequate resources in the near term?**

Prioritizing Objectives

Small Group Exercise: Based on the SWOT analysis and the criteria for prioritizing, arrange your ten objectives into high & immediate, intermediate, long-term, and low priority. See if you can achieve consensus in your small group. Remember: They can all be high priority only if you have unlimited resources!

Record your results on your flip chart.

Discussion: explain why and how you decided on specific priorities.