

Broad Mind Consulting/Cushman & Wakefield | Executive Strategic Planning Workbooks

SWOT

Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis assists in conducting an inventory of internal strengths and weaknesses, and the opportunities and threats that are external to the organization based on ASSESS individual green market and the overall environment.

The primary purpose of a SWOT analysis is to identify and categorize each significant factor, positive and negative, into one of four categories, which will allow an objective overview of a company's business. The SWOT analysis will be a useful tool to develop and update ASSESS and marketing strategies.

IMPORTANCE / PERFORMANCE

FIGURE 10-10

CONCENTRATE HERE

POSSIBLE OVERKILL

WATCH CLOSELY

LOW PRIORITY

INTERNAL STRENGTHS / WEAKNESSES MATRIX

MAJOR OPPORTUNITIES

MINOR THREATS

MINOR OPPORTUNITIES

MAJOR THREATS

PERFORMANCE ANALYSIS

FIGURE 10-11

PERFORMANCE ANALYSIS

- Energy management: No
- Customer relations: Low to mid
- Financial performance: Low to mid
- Highlights: Low to mid
- Customer retention: No
- Human resource management: No
- Systemwide sales: No
- Regulatory compliance: No
- Speed: Low to a strong signal
- Supplier relationships: No
- Quality: Low to a moderate
- Revenue: Low to a moderate

Cushman & Wakefield EXECUTIVE STRATEGIC PLANNING SESSION WORKBOOKS

Broad Mind Consulting/Cushman & Wakefield | Directors Board Presentation

Objective

Accelerate the growth and development of ASG

Renew the energy, enthusiasm, and leadership skills of ASG

Create an environment that encourages innovation and creativity

Outcome

Transform ASG from a reactionary organization to a visionary and innovative organization



Haresh Lalvani, Ph.D.

Dr. Lalvani, professor at the Pratt Institute and innovator with AlgoRhythm Technologies is internationally known for his morphological, structural and design innovations.



Brian Muirhead

Brian Muirhead, Pathfinder Project Manager with Jet Propulsion Library, has worked on engineering spacecraft from Galileo to the Mars Pathfinder, infusing creativity in crisis situations.



TACTICAL PROGRAMS HIGHLIGHT

Technology

Provide technology standards and support for the global platform plan through policies, procedures, benchmarking

ASG Platform Top Priority Programs

Operations – Subcontracts

Standardize procurement practices on a global scale while offering employees the resources needed to be effective in their local markets

Training

Integrate technology, policy and procedure to facilitate consistent service delivery and enhance technical skills

Cushman & Wakefield DIRECTORS BOARD PRESENTATION