

# Strategic Planning

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# Strategy

- Webster

1. the science and art of employing the political, economic, psychological, and military forces of a nation or group of nations to afford the maximum support to adopted policies in peace or war
2. the science and art of military command exercised to meet the enemy in combat under advantageous conditions

- Britannica

1. in warfare, the science or art of employing all the military, economic, political, and other resources of a country to achieve the objects of war
2. The term strategy derives from the Greek strategos, an elected general in ancient Athens. The strategoi were mainly military leaders with combined political and military authority, which is the essence of strategy. Because strategy is about the relationship between means and ends, the term has applications well beyond war

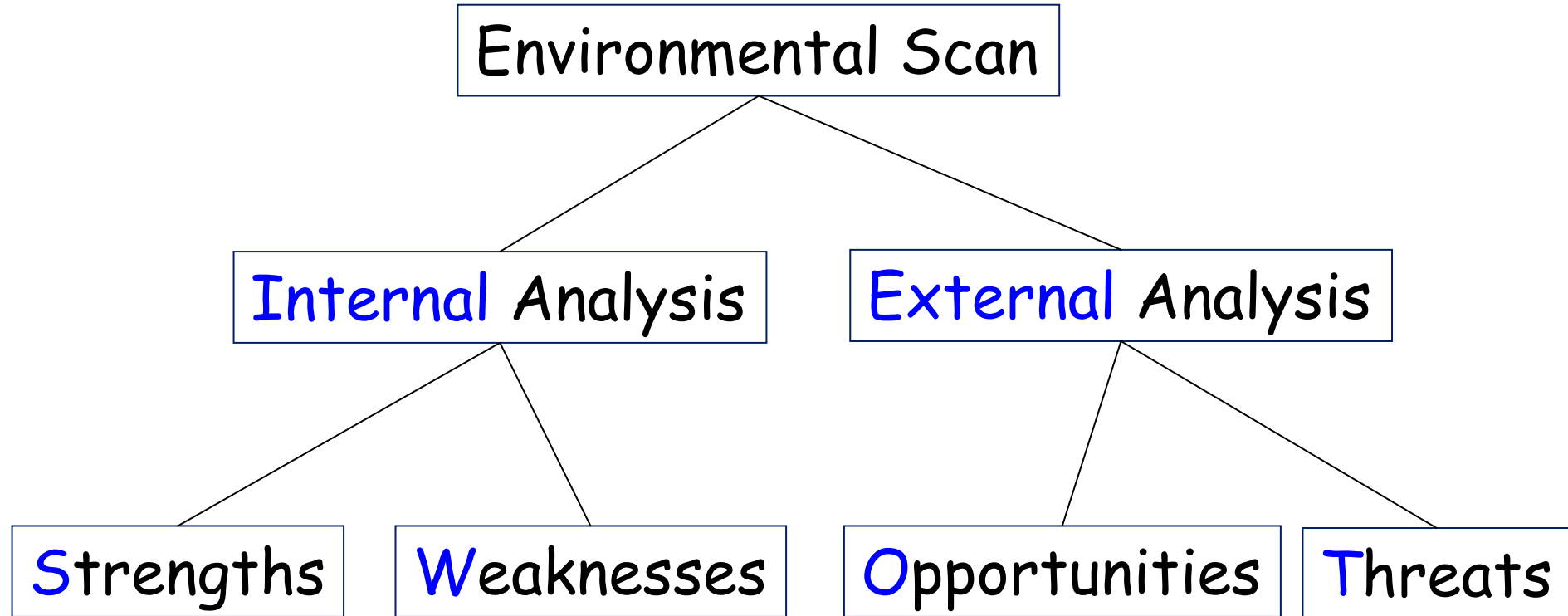
# Strategic Planning

- is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy, including its capital and people
- Various business analysis techniques can be used in strategic planning, including
  - **SWOT** analysis (Strengths, Weaknesses, Opportunities, and Threats ) and
  - **PEST** analysis (Political, Economic, Social, and Technological analysis) or
  - **STEER** analysis involving Socio-cultural, Technological, Economic, Ecological, and Regulatory factors

# SWOT Analysis

- A scan of the internal and external environment is an important part of the strategic planning process.
- Environmental factors internal to the firm usually can be classified as **S**trengths or **W**eaknesses, and those external to the firm can be classified as **O**pportunities or **T**hreats.
- The SWOT analysis provides information that is helpful in matching the firm's resources and capabilities to the competitive environment in which it operates.
- As such, it is instrumental in strategy formulation and selection.

# SWOT Analysis Framework



## SWOT Matrix

# Strengths

- Top membership among all Regions
- Membership growing
- Diverse membership
- Most Sections among all Regions
- Healthy finance with enough reserve
- Technical breadth of IEEE
- Supported by IEEE brand
- Active region in industry and economy

# Weaknesses

- Membership imbalance
- Not many volunteers especially at HQ level
- Geographically too wide with many Sections (need high travel cost)
- Lack of unity
- Some members suffer digital divide
- Includes developing areas
- Includes politically unstable areas

# Opportunities

- Could develop new programs
- Enhance regional and global networks
- Easy access to cross-discipline information
- Increased opportunities in continuing education (distance learning, certification, etc.)
- Better collaboration with non-IEEE organizations (e.g. national societies)

# Threats

- Other institutions (national societies) and commercial activities
- Decreased industry support
- Fewer students studying in IEEE fields of interest
- Diminished volunteer time to devote to IEEE activities
- Economic crisis

# Translating SWOT Issues into Actions

- **Product** (what shall we do?)
- **Process** (how shall we do that?)
- **Customer** (to whom shall we do that?)
- **Distribution** (how does it reach them?)
- **Finance** (what are the prices, costs and investments?)
- **Administration** (and how do we manage all this?)

**Try This**  
in your Section

# Strategic Planning Discussion

- brainstorming session
- sharing session
- training session