**ORGANISATIONAL DESIGN AND DEVELOPMENT**

**Learning Outcome 2: ACTIVITY 4**

**Group Activity**

**SWOT analysis**

Start by reading the journal article: Helms, MM and Nixon, J (2010) Exploring SWOT analysis – where are we now?: A review of academic research from the last decade", Journal of Strategy and Management, Vol. 3 Iss: 3, pp.215 – 251. (This article will be available in your online learning resources.)

From this article summarise the benefits of carrying out a SWOT analysis.

Now carry out a SWOT analysis of the organisation you have chosen. Identify the factors as a group, allowing everyone to contribute

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| --- | --- |
| Strengths | Weaknesses |
| Opportunities | Threats |