

SWOT ANALYSIS

Objectives

After this discussion, you should be able to:

- Describe the purpose of a SWOT analysis;
- Ask the right questions in conducting the SWOT analysis;
- Identify your Strengths, Weaknesses, Opportunities and Threats;
- Formulate your strategies

Overview

- Definition
- Purpose of SWOT analysis
- Steps in conducting SWOT analysis
- Strategy Formulation using SWOT Matrix

Definition

SWOT stands for:

Strengths

Weaknesses

Opportunities

Threats

Strengths

- positive attributes, tangible and intangible that are internal to the organization
- human resources, facilities or physical assets, organizational structure, financial and logistical resources, systems and procedures and operational processes
- positive aspects that add value or competitive advantage

Weaknesses

Weaknesses are areas capable of improvement.

- Are you lacking skills or new products?
- Do you have a higher cost base or lower productivity than your competitors?
- You must face any unpleasant truths about your business and be realistic.
- Can you do anything better?
- Do you do anything badly?
- What should be avoided?
- What causes problems or complaints?

Opportunities

- external attractive factors that represent the reason for your organization to exist
- positive image, resolution of conflicts/problems associated with current situations, events or trends that provide greater value that will create demand for your services
- positive aspects external to your organization placing you at competitive advantage

Threats

- external challenge created by an unfavorable trend, events or development that may lead to poor or deteriorating delivery of police services
- devastating media or press coverage, economic downturns, governmental regulations, technology
- requires proactive response through contingency plans

Purposes of SWOT Analysis

- Assesses the organization's strengths, weaknesses, opportunities and threats;
- Provides powerful insights in identifying critical issues and 'gaps' in the performance of an organization towards its vision; and
- Aids in strategy formulation to accomplish the organization's mission and to achieve its vision.

Steps in SWOT Analysis

1. Conduct inventory of internal strengths and weaknesses of your organization;
2. Note external opportunities and threats that may affect your organization;
3. Bullet points is the best way to begin;
4. Capture the factors relevant in four (4) areas;

Steps in SWOT Analysis

5. Juxtapose the opportunities and threats (OT) from the external with the strengths and weaknesses (SW) of the internal environment in relation to the Vision, Mission, Objectives (VMO). The result - SWOT Matrix; and
6. Formulate strategic options based on four (4) combinations: (S-O), (S-T), (W-O) and (W-T).

SWOT ANALYSIS

**Internal
Factors**

**External
Factors**

STRENGTHS

- 1.
- 2.
- 3.

WEAKNESSES

- 1.
- 2.
- 3.

OPPORTUNITIES

- 1.
- 2.
- 3.

S.O. STRATEGIES OPTIONS

- 1.
- 2.
- 3.

W.O. STRATEGIC OPTIONS

- 1.
- 2.
- 3.

THREATS

- 1.
- 2.
- 3.

S.T. STRATEGIC OPTIONS

- 1.
- 2.
- 3.

W.T. STRATEGIC OPTIONS

- 1.
- 2.
- 3.

Strategy Formulation

Strengths-Opportunities (S-O) Strategic Option:

How can strengths be employed to take advantage of the opportunities?

Strengths-Threats (S-T) Strategic Option:

How can strengths be used to counteract threats that tend to hinder the attainment of the PNP's vision mission and objectives?

Strategy Formulation

Weaknesses-Opportunities (W-O) Strategic Option:

How can weaknesses be overcome to take advantage or exploit the opportunities?

Weaknesses-Threats (W-T) Strategic Option:

How can weaknesses be overcome to counteract threats that tend to hinder the attainment of the objectives (VMO) and exploitation of opportunities?

SWOT ANALYSIS

Internal Factors

External Factors

STRENGTHS

1. PNPTS VMO -aligned with PNP's VMO
2. Strong leadership
3. Training policies and procedures in place
4. All PNP Personnel are college graduates
5. 95% PNP-wide connectivity
6. Willingness of PNP to embrace technology- enhanced trainings

WEAKNESSES

1. Limited budget (dependent on GAA)
2. Inadequate training facilities
3. Shortage of qualified instructors
4. Lack of standard POIs
5. Displacement of officers holding sensitive positions
6. Time constraint

OPPORTUNITIES

1. Availability of ICT and E-commerce law
2. Supportive internal and external stakeholders;
3. Responsive community
4. Partnership with international and local law enforcement agencies
5. PNP ITP

S.O. STRATEGIES OPTIONS

1. Adoption of online/blended mode of delivering training courses
2. Forge partnerships to win stakeholders' support to enhance PNP capability

W.O. STRATEGIC OPTIONS

1. Adoption of online/blended mode of delivering training courses;
2. Reorganize PNTS Structure to enable creation of online school to increase reach to PNP personnel nationwide

THREATS

1. Emerging crimes that are highly sophisticated
2. Globalization/Transnational crimes
3. Political intervention
4. Economic crisis

S.T. STRATEGIC OPTIONS

1. Design TNA and survey to address emerging law enforcement needs
2. Institutionalize training polices and procedures to insulate politicians meddling in the affairs of PNP
3. Adoption of online/blended learning to bring down cost of training

W.T. STRATEGIC OPTIONS

1. Strengthening of police competencies
2. Job matching with skills and capabilities
3. Maximize training with limited budget using online or technologically- enhanced training

Thank you and God bless us all.