

Preventive approach

1. Need

SWOT Analysis Report

Introduction

A Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis is a strategic planning tool to evaluate internal and external influences upon a common vision or specific goal.

SWOT analyses are a common method for a company or organization to assess its capacity to execute a plan or achieve an attainable goal. In the context of municipal planning the SWOT analysis evaluates the internal and external factors of a community (e.g.: quality of community services, external development pressures, internal attitudes toward commercial development, etc.) as they may pertain to the community values as reflected in the Vision Statement and Master Plan Goals as summarized below.

Presentation of the project

Disorder reigns in the city of gotham. The citizens complain about the batman fights and the police who leave the streets in bad shape. Garbage cans and waste are everywhere. In order to remedy this problem, the city council wishes to set up a project to renew and reorganize the waste collection system and by extension, repair the damage caused by Batman and the police in the city. Fearing that the change would be a failure, City Hall hired us to analyze and develop strategies to facilitate the implementation of the project.

Constitution of the project

The city council has found a solution to the recurrent problems of the city.

The project is characterized:

- The Time Manager application will be extended to enable planification/HR follow-up on working teams (instead of using excel sheets, or paper versions). This should result, if used properly in a fairer schedule for those who work night shifts.
- The trucks will be equipped with GPS tracers, in order to be able to live-map their presence on the city map: thus, the managers can send the adequate team when there is an emergency.
- All the employees (office staff and field workers) will be equipped with an electronic device (tablet) so that they can report instantly their work/needs/requests to the Central. It should make reactions faster than driving back to SWAG warehouses every time they need something.
- Drones will be used to make surveillance in the various neighborhoods, in order to check up on the state of garbage collection and cleanness of the streets.
- The trash cans owned by the citizens will be changed: they will be smaller, but equipped with captors that will send a signal to SWAG when full. This should let SWAG offer a more customized service to citizens.
- An application will be set up to the public to report incidents and ask for sanitation services.
- A monthly reporting of the performance will be organized in order to check up on the various teams and be able to make up quickly for under-performing personnel

SWOT analysis



Gotham City Hall

SWOT Analysis

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Strengths

- Project of a large institution (City Hall)
- Great project that creates jobs
- The project brings a solution to 2 big problems: pollution and environmental protection



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Weakness

- The project proposes a lot of change and involves a lot of people
- If no investment is found
- if people are slow to report



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Opportunities

- Citizens are aware so we can count on their reactivity
- create a partnership between the police and the city hall
- Support of the big institutions thanks to the strong points (creation of jobs, protection of the environment and fight against pollution) and creation of partnership



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Threats

- The success of the project depends on 2 external parties (the police and the citizens): if they do not integrate the project well, the change will fail
- The more people involved, the more likely it is to fail
- Poor understanding between police and city hall
- Lack of involvement of residents



2. Identify

Stakeholder map :



3. Design

4. Coach