

Homework Task

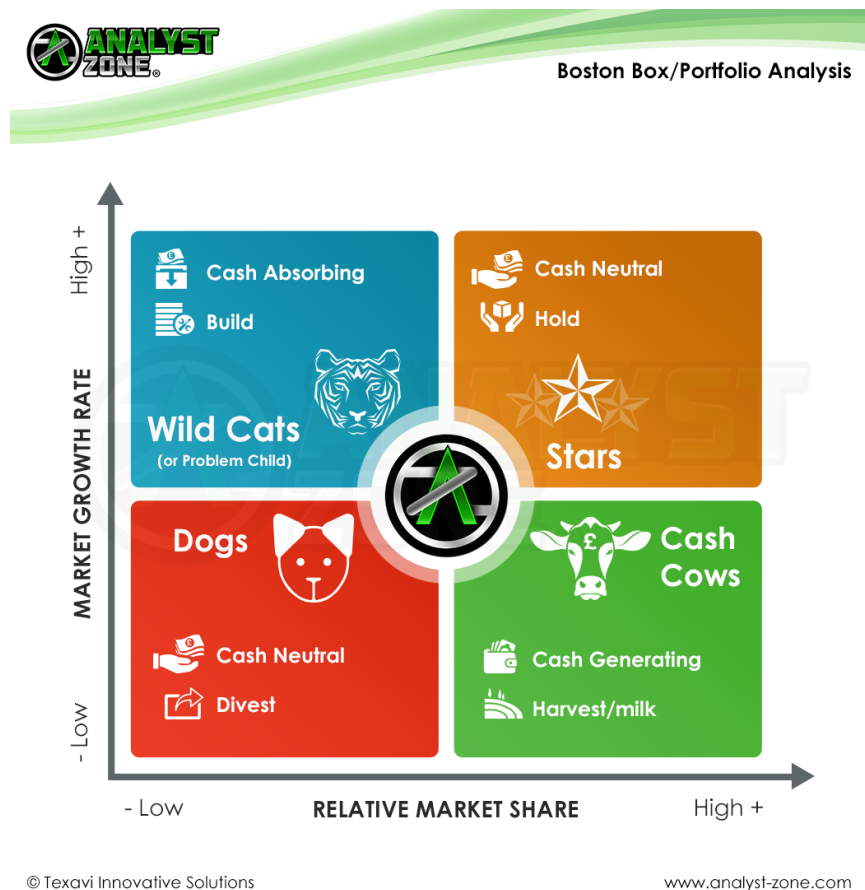
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Homework task from previous week:

MOST Analysis:



MOST is short for Mission, Objectives, Strategies, and Tactics. MOST analysis is used to improve internal processes and company culture by analysing the organisation's internal environment. MOST analysis is extremely powerful – and often empowers businesses with a new sense of capability and purpose.



Portfolio Analysis tool, more popularly referred to as Boston Box helps with understanding and categorising the products (and/or services) within an organisation. It is an internal

analysis technique that helps to analyse the portfolio investments, in terms of market share held and the market growth.

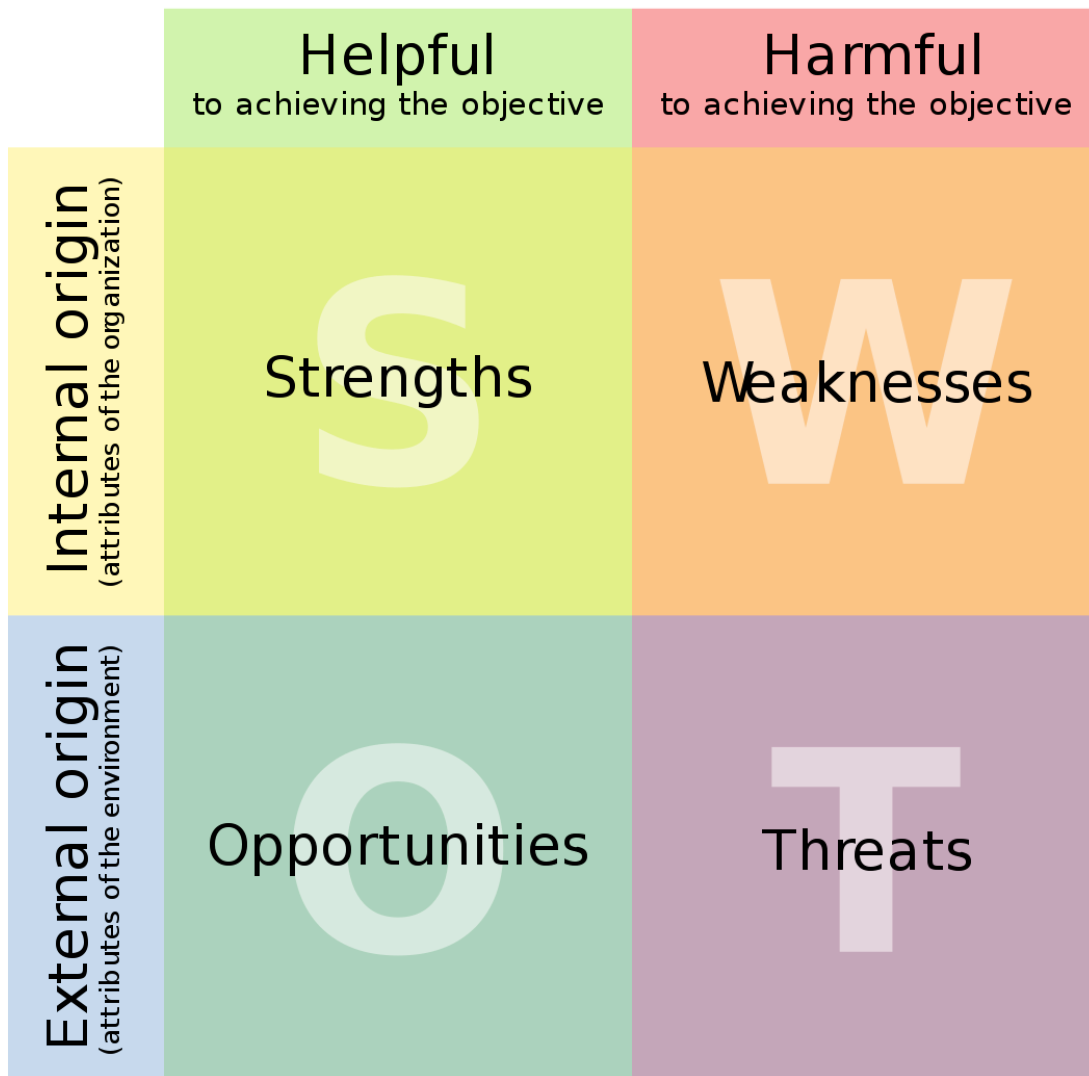


Porter's Five Forces is a framework for analyzing a company's competitive environment. The number and power of a company's competitive rivals, potential new market entrants, suppliers, customers, and substitute products influence a company's profitability

P	E	S	T	E	L
Political	Economic	Social	Technological	Environmental	Legal
<ul style="list-style-type: none"> • Government policy • Political stability or instability overseas • Foreign trade policy • Tax policy • Labor laws • Terrorism and military considerations • Environmental laws • Funding grants and initiatives • Trade restrictions • Fiscal policy 	<ul style="list-style-type: none"> • Economic Growth • Interest Rates • Exchange rates • Inflation • Disposable income of consumers • Disposable income of businesses • Taxation • Interstate taxes • Wages rates • Financing capabilities 	<ul style="list-style-type: none"> • Population growth • Age distribution • Health consciousness • Career attitudes • Customer buying trends • Cultural trends • Demographics • Industrial reviews and consumer confidence • Organizational image 	<ul style="list-style-type: none"> • Producing goods and services • Emerging technologies • Technological maturity • Distributing goods and services • Target Market Communication • Potential Copyright infringements • Increased training to use innovation • Potential Return on Investment (ROI) 	<ul style="list-style-type: none"> • The decline of raw materials • Pollution and green house gas emissions • Promoting positive business ethics and sustainability • Reduction of their carbon foot print. • Climate and weather • Environmental Legislation • Geographical location (and accessibility) 	<ul style="list-style-type: none"> • Health & Safety • Equal Opportunities • Advertising Standards • Consumer Rights and laws • Product Labeling • Product Safety • Safety Standards • Labor Laws • Future Legislation • Competitive Legislation

PEST analysis describes a framework of macro-environmental factors used in the environmental scanning component of strategic management

SWOT ANALYSIS



SWOT analysis is a strategic planning technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning

Stakeholder Workshops

A **stakeholder workshop** is one way to engage stakeholders – those who are affected by, have a direct interest in, or are somehow involved with the problem identified during the situation analysis, and gatekeepers – those who control access to people or resources needed – when developing a social and behavior change communication (SBCC) strategy. The program team invites stakeholders and gatekeepers to a short workshop to seek their input on the proposed program or to achieve consensus.

Why Conduct a Stakeholder Workshop?

Engaging and receiving input from stakeholders and gatekeepers is critical to the success of an SBCC program. Conducting a stakeholder workshop helps the program team understand the context for the program and receive support from key players. The purpose for a workshop will depend on what the program team needs from stakeholders and gatekeepers. A stakeholder workshop can be held to:

- Validate situation analysis findings;
- Fill information gaps identified during the situation analysis, program analysis or audience analysis;
- Better understand the problem, audiences and context;
- Begin to prioritize audiences, challenges to address and communication channels;
- Ensure buy-in by directly engaging stakeholders.

Who Should Conduct a Stakeholder Workshop?

Members of the program team should organize and conduct the stakeholder workshop. Team members should consider whether other stakeholders, such as government counterparts, should be involved and at what level of the planning process.

When Should a Stakeholder Workshop Be Conducted?

A stakeholder workshop should be conducted after reviewing and organizing data collected during the situation analysis, program analysis and audience analysis.

Learning Objectives

After completing the activities in the stakeholder workshop guide, the team will:

- Guide stakeholders in reaching consensus on the problem and vision.
 - Collect more complete or in-depth information about the health problem, people affected/implicated and context by working with stakeholders.
 - Understand stakeholder-based insights that help inform the selection of audiences, messages, activities and communication channels.
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Stakeholder Interviews

Intro questions

Always start an interview with a few — 3 to 5 — basic, overall questions about the person you're interviewing. It will help you to break the ice and get to know a bit more about your client.

You can find a list of sample intro questions in “Basic” section in Talebook.

Sample basic questions.:

- **What are your favourite apps?**
- **In what direction this business area is heading in your opinion?**
- **How long are you involved in this business**

Main questions

Once you have your goals determined and some general questions, add to each of those a couple of more specific questions that you will ask the client. With a help of this list you will be able to remain in control

of the interview, even if the person you'll talk to will turn out to be an enthusiast of a long and complicated stories, not necessarily related to the question asked.

Remember that your behaviour and attitude will be reflected in a quality of the feedback you will get. When you will be well prepared for an interview, it will be easier for you to stay calm and confident.

Using Talebook you can just open the Question List in "Edit" section and choose those questions that fit your interview. Of course you can — and even you should — add a few more questions prepared specifically for the project you work on.