Thursday, February 17, 2022   10:22 PM

Objectives must be understood and bought into by all project stakeholders. To help accomplish this, Objectives should be **SMART:**

Specific – the objective is clearly stated

Measurable – metrics exist or can be created to determine when the objective has been met

Attainable – the team agrees the objective is realistic

Relevant – the objective fits the organization's strategic plan and supports the project charter

Time-based – a date for achieving the objective is stated. Objectives without target dates are merely dreams.

A SWOT Analysis is an assessment of the current environment, which is documented before developing project requirements and solutions. The SWOT Analysis consists of four (4) components:

Strengths (internal to the organization) – Characteristics of the current environment to be retained in the new solution

Weaknesses (internal to the organization) – Characteristics to eliminate or minimize the impacts of as part of the new solution

Opportunities (external to the organization) – Elements existing outside the company which should be considered for adoption into the new solution

Threats (external to the organization) – Influences outside the company which might cause a loss of market share, competitive edge, or effect the ability to achieve the project objectives.

The Facilitator will lead a brainstorming activity allowing the workshop participants to identify each component of the SWOT Analysis separately. Questions to keep the brainstorm activity focused include:

Strengths Activity: What are the characteristics in the current environment we do not want to inadvertently lose or we can capitalize on with this project?

Weaknesses Activity: What are the characteristics or results we currently achieve that we want to eliminate or minimize impacts of with this project?

Opportunities Activity: What new technologies, ideas, or gaps exist that we want to develop or exploit to achieve our objectives?

Threats Activity: What factors or competition exists that might cause us to lose business or fail to achieve our objectives that we need to mitigate or eliminate?