

Youth Leadership & Life  
planning

*Economics*

*Health*

POLITICS

# SWOT — ANALYSIS

## Winning Life game Plan

Life Planning and Self-Coaching

Live your life on purpose



Come All

- > SELF-REALIZATION & INTERNALIZATION
- > THROUGH
- > VISUALIZATION

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# Mission Vision and Goals

MYEPI operate on the premise that your life is the most important business you can ever management. Therefore, MYEPI goal is to help youth apply strategic planning to their lives. Strategic planning involves making decisions about your long-term goals and strategies. You are responsible for the development and execution of your “Winning Life Game Plan”. Strategic goals are major targets or end results that relate to your long term survival, value, and growth. A strategy is a pattern of actions and resource allocations designed to achieve your goals. The strategy that you may implement is an attempt to match your skills and resources to the opportunities found in the external environment; that is we all have strengths and weaknesses. Once your strategic goals and plans are identified, they become the basis of planning for your short term goals. Goals and plans become more specific and involve shorter period of time as planning moves from the strategic level to the operational level. Tactical planning translates broad strategic goals and plans into specific goals and plans that are relevant to a definite aspect of your life. Operational planning identifies the specific procedure and processes required in your daily activities. Your strategic, tactical, and operational goals and plans must be consistent and mutually supportive.

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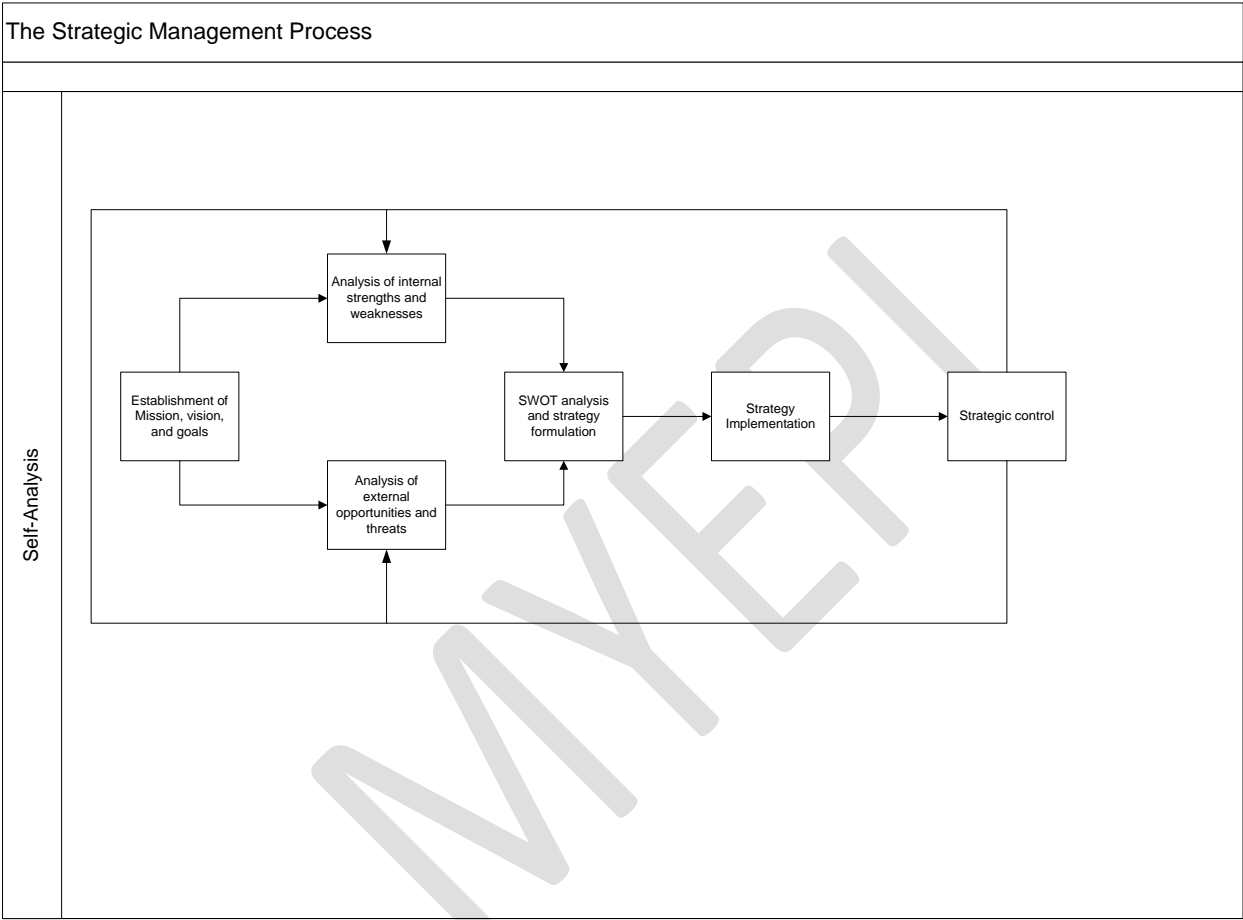
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The Strategic Management Process





## **Step 1: Establishment of Mission, Vision, and Goals**

The first step in personal strategic planning is establishing a Mission, Vision, and goals for yourself. The mission is the basic purpose and values you live by as well as your scope of your belief. It is a statement of why you exist. The strategic vision moves beyond the mission statement to provide a perspective on where you are headed and what you can become. Strategic goals evolve from your mission and vision.

## **Step 2: Analysis of External Opportunities and Threats**

The mission and vision drive the second component of the strategic management process: analysis of the external environment. Successful strategic management depends on an accurate and thorough evaluation of the environment. Below is a list of the important activities in an environmental analysis.

## **Step 3: Analysis of Internal Strengths and Weaknesses**

At the same time external analysis is conducted, the strengths and weaknesses of major functional areas within yourself are assessed. Internal analysis provides you with an inventory of your skills and resources as well as your overall and functional performance levels.

## **Step 4: SWOT Analysis and Strategy Formulation**

After analyzing the external environment and internal resources, you have the information you need to formulate personal, business, and functional strategies of yourself. A comparison of strengths, weaknesses, opportunities, and threats normally is referred to as a SWOT analysis. SWOT analysis helps you summarize the major facts and forecast derived from the external and internal analyses. Strategy formulation builds on SWOT analysis to utilize your strengths in order to capitalize on opportunities, counteract threats, and alleviate internal weaknesses. In short, strategy formulation moves from simply analysis to devising a coherent course of action.

## **Step 5: Strategy Implementation**

As with any plan, formulating the appropriate strategy is not enough. You as your Strategic manager also must ensure that the new strategies are implemented effectively and efficiently. In general, strategy implementation involves four related steps:



## **Step 6: Strategic control**

The final component of the strategic management process is strategic control provided by your accountability partner. A strategic control system is designed to support you in evaluating your progress with your strategy plan and when discrepancies exist, taking corrective action.

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