

BEHAVIORAL HEALTH ADVISORY BOARD

Special Meeting

Monday, March 18, 2018, 11:45 a.m. – 12:45 p.m.

Ventura County Behavioral Health

1911 Williams Drive, Training Room • Oxnard, CA 93036

AGENDA

- I. Call to Order
- II. Public Comments (3 min. per speaker)
- III. Conduct Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis of the BHAB
- IV. Adjourn

Members of the public making oral presentations to the Board in connection with one or more agenda or non-agenda items at a single meeting are limited to a cumulative total time not to exceed (5) minutes for all of their oral presentations at such meeting unless otherwise provided. The entire public comment period is limited to no more than (20) minutes total for all speakers. NOTE: The Chair may limit the number or duration of speakers on a matter. In compliance with the Americans With Disabilities Act, if you need special assistance to participate in this meeting, please contact: Behavioral Health Administration, at (805) 981-6830. Reasonable advance notification of the need for accommodation prior to the meeting (48 hours advance notice is preferable) will enable us to make reasonable arrangements to ensure accessibility to this meeting.

SWOT ANALYSIS

Discussed during the BHAB General Meeting on February 25, 2019

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. It is intended to specify the objectives of the business venture or project and identify the internal and external factors that are favorable and unfavorable to achieving those objectives. Users of a SWOT analysis often ask and answer questions to generate meaningful information for each category to make the tool useful and identify their competitive advantage.

Some say the tool was developed by the Stanford Research Institute in the 1960s, while others credit the efforts of the Harvard Business School in the 1950s.

A SWOT analysis was developed to improve strategic decision making in organizations.

A SWOT analysis is a methodological tool for identifying an organization's internal strengths (S) and weaknesses (W), as well as its external opportunities (O) and threats (T).

Strengths and weakness are frequently internally-related, while opportunities and threats commonly focus on the external environment. The name is an acronym for the four parameters the technique examines:

- Strengths: characteristics of the business or project that give it an advantage over others.
- Weaknesses: characteristics of the business that place the business or project at a disadvantage relative to others.
- Opportunities: elements in the environment that the business or project could exploit to its advantage.
- Threats: elements in the environment that could cause trouble for the business or project.

Strategy Building

SWOT analysis can be used effectively to build organizational or personal strategy. Steps necessary to execute strategy-oriented analysis involve identification of internal and external factors, selection and evaluation of the most important factors, and identification of relations existing between internal and external features.

For instance, strong relations between strengths and opportunities can suggest good conditions in the company and allow using an *aggressive* strategy. On the other hand, strong interactions between weaknesses and threats could be analyzed as a potential warning and advice for using a *defensive* strategy.

A SWOT analysis generates information that is helpful in matching an organization or group's goals, programs, and capacities to the social environment in which it operates.

Strengths

- Positive tangible and intangible attributes, internal to an organization.
- They are within the organization's control.

Weakness

- Factors that are within an organization's control that detract from its ability to attain the desired goal.
- Which areas might the organization improve?

Opportunities

- External attractive factors that represent the reason for an organization to exist and develop.
- What opportunities exist in the environment, which will propel the organization? Identify them by their "time frames"

Threats

- External factors, beyond an organization's control, which could place the organization mission or operation at risk.
- The organization may benefit by having contingency plans to address them if they should occur.
- Classify them by their "seriousness" and "probability of occurrence".

Simple rules for a successful SWOT analysis

- Be realistic about the strengths and weaknesses of your organization.
- The Analysis should distinguish between where your organization is today, and where it could be in the future.
- Be specific. Avoid gray areas.
- Always analyze in relation to your competition i.e. better than or worse than your competition.
- Keep your SWOT short and simple.
- Avoid complexity and over analysis.
- List between 3 – 5 items for each category. Prevents creating too short or endless lists.