

Redemptorist High School

criteria examples	Strengths
<p>What does it do well? Capabilities? Competitive advantages? USP's (unique selling points)? Resources, Assets, People? Experience, knowledge, data? Financial reserves, likely returns? Marketing - reach, distribution, awareness? Innovative aspects? Location and geographical? Price, value, quality? Accreditations, qualifications, certifications? Cultural, attitudinal, behavioral? Management cover, succession? Philosophy and values? Active School board? Parent participation? Athletic programs?</p>	

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criteria examples	Opportunities
<p>Market developments? Competitors' vulnerabilities? Industry or lifestyle trends? Technology development and innovation? Niche target markets? Business and product development? Information and research? Partnerships, agencies, distribution? Seasonal, weather, fashion influences? How to turn strengths into Opportunities? Improving Act scores? Increasing access to more scholarships?</p>	

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Weaknesses

criteria examples

- Gaps in capabilities?
- Lack of competitive strength?
- Reputation, presence and reach?
- Financials?
- Own known vulnerabilities?
- Timescales, deadlines and pressures?
- Cashflow?
- Effects on core activities, distraction?
- Reliability of data, plan predictability?
- Morale, commitment, leadership?
- Accreditations, etc?
- Management cover, succession?
- What could be improved?
- Where do you have fewer resources than others?
- What do others likely see as a weakness?

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criteria examples

- Political effects?
- Legislative effects?
- Environmental effects?
- IT developments?
- Competitor intentions - various?
- Market demand?
- New technologies, services, ideas?
- Vital contracts and partners?
- Sustaining internal capabilities?
- Obstacles faced?
- Insurmountable weaknesses?
- Loss of key staff?
- Sustainable financial backing?
- Economy - home, abroad?
- Seasonality, weather effects?
- What threats do your weakness expose you to?
- What trends could harm you?
- What is competition doing?

Threats