INTRO TO MANAGEMENT TIPS FOR TEAM PROJECT 2

Mission Statement, SWOT, and IPS
REFINING YOUR MISSION STATEMENT

Mission statements must be:

• Specific
• Concise
• Relevant
• Straightforward
• Engaging
REFINING YOUR MISSION STATEMENT

What makes the statement below effective?

Our goal is to provide a convenient, hands-on tutoring experience for Introduction to Management students. We want our tutorials to help students transform their reports from rough drafts to final drafts.

Be sure the subsequent paragraphs demonstrate your knowledge and application of core concepts.
IS YOUR SWOT ANALYSIS EFFECTIVE?

Ask yourselves these three questions:

• How is your analysis specific?

• How is your analysis realistic?

• How does it consider your audience?
**IS YOUR SWOT ANALYSIS EFFECTIVE?**

Final thoughts about your analysis:

- Strengths and Weaknesses **must be** internal
- Opportunities and Threats **must be** external

An effective SWOT **always answers** two questions:

1. What do we have? (SW)
2. What might we do? (OT)
WHAT DOES YOUR IPS PROVE?

Your industry positioning strategy should:

• Demonstrate your ability to apply a course concept

• Connect to your SWOT analysis – perhaps playing off one of your strengths or realizing an opportunity?
WHAT POSITIONS DID YOU TAKE?

The key to an effective submission is to take viable positions by making effective claim statements.

The topic sentence of each paragraph should make a claim. This claim will then be substantiated by the rest of the paragraph.

Claims help you organize your thoughts and help focus the reader’s attention.
WHAT POSITIONS DID YOU TAKE?

Effective topic sentences must be:

• Assertive
• Specific
• Provable

Don’t just describe - take a position!