

# 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!**

