

SWOT ANALYSIS

TOPIC: New Idea-Vitual Conferencing (Local Government)

INTERNAL

Strengths

What are your advantages? What do you do well?

- Increased flexibility with time and attendees
- Multiple locations can participate
- Reduced need to travel
- Reduced stress for employees

Weaknesses

What could you improve? What do you do badly?

- Difficulty sharing written documentation
- Body language signals are not as clear
- Unreliable technology and systems
- People are threatened by being 'on-camera' (anxiety)

EXTERNAL

Opportunities

What prospects can see? What are the interesting trends?

- Increased networking
- Staff will be trained in new technology
- Requires a more structured meeting approach so will be more productive

Threats

What obstacles do you face? What is your competition doing?

- Budgetary constraints for hardware
- Different levels of WIFI connectivity
- Loss of opportunity to communicate with stakeholders due to different systems