

Criteria in Selecting Strategic Path

Many criteria should figure into the SWOT process:

- The "Strategic Path" should nestle within and be consistent with University, College, & Department mission statement, goals, & objectives.
- The "Strategic Path" should consider personal wishes of faculty members, as well as a host of other factors that are normally factored into decision making processes.
- The "Strategic Path" should consider various stakeholder groups that the group must be responsive to and constraints that limit the group's courses of action.

But ... Don't forget Competitive Advantage.

Competitive Advantage: Doing something well that is valued by customers and not easily replicated.

Competitive Advantage is often seen as the Holy Grail sought by those who do strategic planning.

An example ...