

# HOW CAN YOUR ORGANISATION SUCCEED THIS YEAR AND THE UPCOMING YEARS?

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## HAVE A SUCCESSFUL ORGANISATION

How can you have a year full of success in your organisation?

Today, community organisations are creating significant impact in our communities. We can find many youths involve voluntarily for the development of these organisations and the impact of their local communities.

The growth of an organisation depends on the development of its members. For example junior chamber international and AIESEC are well

recognise international organisations, they mostly focus on the capacity building of their members and by so doing the members carry the organisation to a higher level. For an organisation to function effectively while keeping the members active, it needs to have a vision to achieve. This vision can be achieved only

THE GROWTH OF AN ORGANISATION DEPENDS ON THE DEVELOPMENT OF ITS MEMBERS... FOR AN ORGANISATION TO FUNCTION EFFECTIVELY,... IT NEEDS TO HAVE A VISION... THIS VISION CAN BE ACHIEVED ONLY THROUGH A GOOD STRATEGIC PLANNING

through a good strategic planning with the organisations' members. There are two important tools for the development of a strategic plan; these are the SWOT and the TOWS analysis.

The SWOT analysis permits the organisation to collect

information related to internal and external factors meanwhile the TOWS analysis permits the organisation to use each element of

the SWOT analysis factors to propose a strategy plan for the growth and the better functioning of this organisation.

The acronym SWOT means Strengths, Weaknesses, Opportunities and threats. These elements are grouped under two main factors, which are the internal and the external factors. Internal

## STRATEGIC PLANNING

It is important to do this by brainstorming with all the organisations' members. The TOWS matrix is not just meant for the highest levels of management in an organisation. It is also a very useful tool for projects, committees and departments, etc.

After your SWOT analysis, you now focus on external factors then work on internal factors which will be linked to external factors. S-O strategy will focus on how to use Strengths to benefit from existing Opportunities. S-T strategy will focus on how the organisation can benefit from its strengths to avoid or lessen Threats. W-O strategy will focus on how to use opportunities to overcome the organisation's weaknesses. W-T strategy will focus on how can the organisation minimise weaknesses and thus avoid potential threats.

factors are Strengths and Weaknesses. Strengths are positives elements within the organisation that can participate to its development. Meanwhile Weaknesses are negatives elements within the organisation that can hinder its growth. Weaknesses are elements that can be ameliorated. External factors are Opportunities and Threats. Opportunities are external elements that can benefit an organisation for its development. Meanwhile Threats are external elements

that can effect negatively the development of an organisation. TOWS analysis is mostly focused on external factors and it permits to development a strategic plan for the growth of an organisation, it focuses on using and maximising the positive elements to minimise the effect of the negative elements. An organisation gets the opportunity to make most of its strengths and gets around its internal weakness and learn how to deal with them properly. An organisation learns to

carefully look at opportunities from the milieu it operates and recognises possibilities. And it learns how to control and overcome potential threats. From Both tools the organisation gets a clear picture of its internal and external environments and what it takes to development a strategic plan for about 3 to5 years. From this strategic plan an organisation can focus on yearly goals and develop an action plan for the beginning of each year.

## SWOT/TOWS MATRIX

The following matrix will best help you in your organisation.

### SWOT Analysis

Strengths	Weanknesses
S1	W1
S2	W2
S3	W3
S4	W4
S5	W5
Opportunities	Threats
O1	T1
O2	T2
O3	T3
O4	T4
O5	T5

### TWOS Analysis

Internal external	Strengths S1 S2	Weanknesses W1 W2
Opporutunities O1 O2	S-O strategies S... - O...	w-O strategies W... - O...
Threats T1 T2 T3	S-T strategies S... - T...	W-T strategies W... - T...

The TOWS Matrix is derived from the SWOT Analysis model. The SWOT analysis is based on two factors; internal factors (Strengths and Weakness) and external factors (Opportunities and Threats). For an organisation to function at the best of its potential, these tools should be utilised at the beginning of the year.

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For young entrepreneurs.  
Good Luck in your career journey.