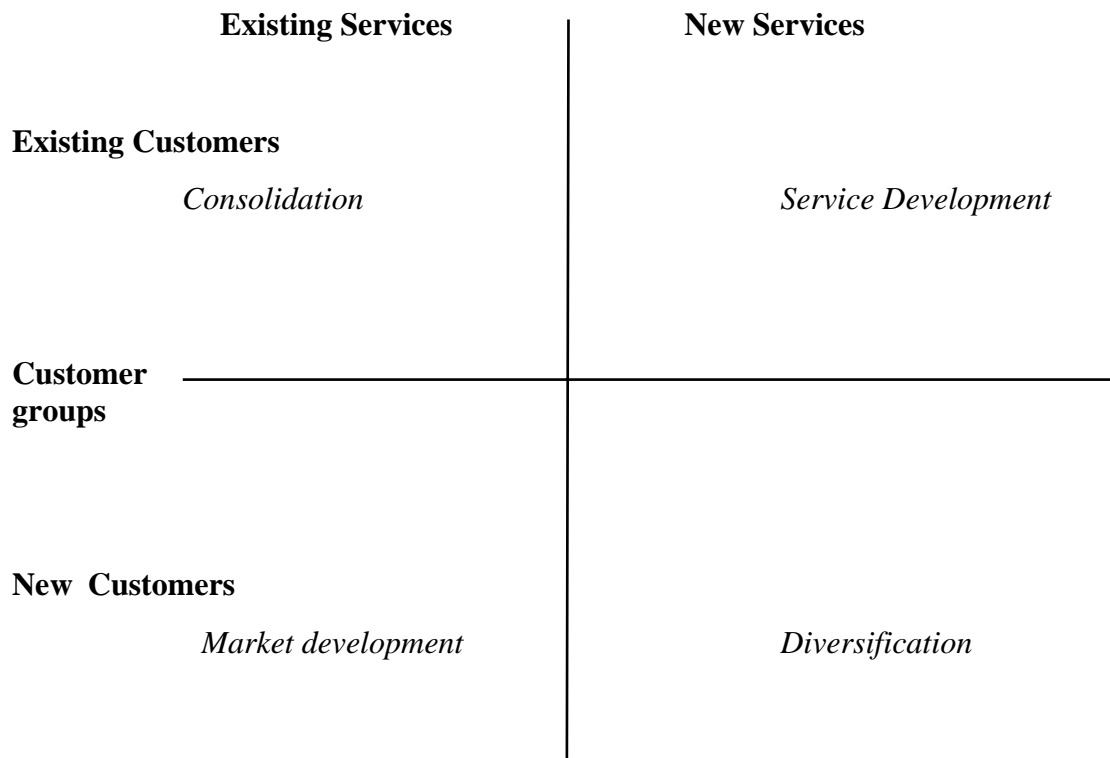


The 'MARKET'

Services and Strategies



SWOT ANALYSIS

Individual Exercise

A. Outline the major changes which are taking place, both externally and within the Library.

B. Carry out a SWOT analysis of the changes you have described above. If possible differentiate between changes occurring outside the Library, and changes taking place inside the Library.

C. Identify, on Worksheet 1, those changes you think are positive (STRENGTHS) and those you think are negative (WEAKNESSES).

D. On Worksheet 2, select those changes you think offer an OPPORTUNITY to develop the library service, and those you think represent a THREAT to the success of the library service.

Please note that a change can be both an OPPORTUNITY and a THREAT.

SWOT ANALYSIS: WORKSHEET 1

STRENGTHS
(Positive)

WEAKNESSES
(Opportunities)

External

Internal

SWOT ANALYSIS: WORKSHEET 2

OPPORTUNITY

THREAT

External

Internal

The MISSION STATEMENT

Discuss with your group colleagues and prepare a draft of the main points of a statement of your view of the Mission of the Library. Set out the basic 'business' of the Library, the reason for it to exist.

The OBJECTIVES STATEMENT

Discuss with your group colleagues and prepare a draft of the main points of a statement of your views of the Objectives of the Library. Set out in broad terms what the Library can do to achieve the hopes that are set out in the Mission Statement.