

## Structure of presentations - proposal

- Introduction
  - Definition of terms
  - Terminology
  
- Current status - description
  - SWOT analysis of the current situation - strengths, weaknesses, opportunities, threats
  - Strengths - what we do well, how we differentiate ourselves, internal resources, benefits
  - Weaknesses - what we lack, what others do better, constraints, uncertainties
  - Opportunities - where we fall short, competition, image of the organization
  - Threats - key competitors, changing environment, lack of positive publicity, changing customer needs
  
- Suggestions for improvement
  - Personnel
  - Material
  - financial
  - organisational/managerial
  
- Recommendations
  - Recommendations to staff and providers
  - Recommendations to governance structures
  
- Conclusion

## Remark

Use SWOT to help if needed

S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS
<ul style="list-style-type: none"> <li>• Things your company does well</li> <li>• Qualities that separate you from your competitors</li> <li>• Internal resources such as skilled, knowledgeable staff</li> <li>• Tangible assets such as intellectual property, capital, proprietary technologies etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Things your company lacks</li> <li>• Things your competitors do better than you</li> <li>• Resource limitations</li> <li>• Unclear unique selling proposition</li> </ul>	<ul style="list-style-type: none"> <li>• Underserved markets for specific products</li> <li>• Few competitors in your area</li> <li>• Emerging need for your products or services</li> <li>• Press/media coverage of your company</li> </ul>	<ul style="list-style-type: none"> <li>• Emerging competitors</li> <li>• Changing regulatory environment</li> <li>• Negative press/ media coverage</li> <li>• Changing customer attitudes toward your company</li> </ul>

WordStream

The design is for guidance only. Each presenter is free to choose his/her own presentation structure.