

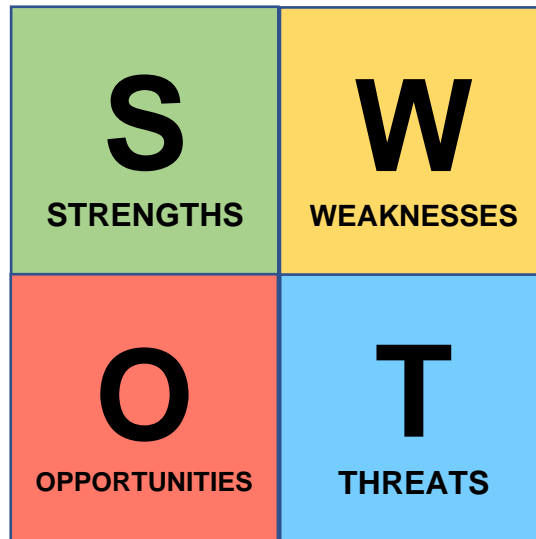
ECM[®] Frameworks



Barrington Centre

SWOT Framework

The SWOT analysis is a tool that identifies the **Strengths**, **Weaknesses**, **Opportunities** and **Threats** within an organisation. The **Strengths** and **Weaknesses** focus on the internal environment and the **Opportunities** and **Threats** look at the external environment. Internal factors include financial resources, physical resources, and human resources. External factors include market trends, economic trends, and funding.



Strengths – Strengths refer to the areas where an organisation is performing well. Often an organisation’s strengths are what separates them from their competitors.

Weaknesses – Weaknesses are the areas where there is need for improvement. These prohibit an organisation from performing at an optimal level.

Opportunities – Opportunities refer to potential factors that could give an organisation a creative edge.

Threats – Threats include factors that may harm an organisation. It is important for a business to minimise threats where possible.

When to use SWOT Analysis

A SWOT analysis should be conducted prior to committing to a company decision. For example, when considering new initiatives, changing policies, or modifying an existing plan it is beneficial to use the SWOT framework. This allows you to ensure you have considered important factors and overcome challenges before actioning a plan. Additionally, you can conduct a SWOT analysis to assess the current performance of your business or an individual team within an organisation. This can be a useful tool to improve the productivity and efficiency of a company.

How to conduct a SWOT Analysis

Create a SWOT Table with the four headings: Strengths, Weaknesses, Opportunities and Threats.

Consider the following questions when completing your analysis:

Strengths

- What is our competitive advantage or creative edge?
- What resources do we currently possess?
- In what areas are we performing well?

Weaknesses

- Where is there need for improvement?
- What areas are we underperforming in?
- Where do we require additional resources?

Threats

- What policies threaten operations?
- In what areas are our competitors performing well?
- What trends pose a risk to our organisation?

Opportunities

- How can we utilise technology to improve our operations?
- Can we grow our current operations?
- How can we exceed our competitors?

PESTLE Framework

The PESTLE framework focuses on **P**olitical, **E**conomic, **S**ocial, **T**echnological, **L**egal and **E**nvironmental factors. This tool is used to analyse the macro-environmental factors that affect an organisation and the environment it operates within.

Political – Political factors consider how a government may affect a particular industry. These factors include government regulations and tax policies.

Economic – Economic factors focus on an economy's performance that may impact an industry. These factors include economic growth, inflation, interest rates, unemployment, and changes in the economic environment.

Social – Social factors look at the social environment of the market. These factors include demographics, consumer preferences, socio-cultural changes, ethnic trends and living standards.

Technological – Technological factors consider advances in technology that may impact the operations of an organisation. These factors include impact marketing in new ways of producing goods and services, distributing goods and services, and reaching the target market.

Legal – Legal factors focus on industry policies and laws. These factors include health and safety policies, equal opportunities, and consumer rights and laws.

Environmental – Environmental factors are those that are impacted by the surrounding environment. These factors include scarcity of raw materials, performing ethically and operating sustainably.

When to use PESTLE

A PESTLE analysis should be conducted by an organisation to plan effectively. This framework will help a business to understand the important external factors that may impact their operations. Much like the SWOT analysis, this may affect the decisions made in the planning of a new initiative within the organisation.

How to use PESTLE

When conducting a PESTLE analysis, consider the below questions:

- What is the political situation and how can it impact the industry?
- What are current economic factors?
- How much influence does culture have in the market?
- How will technological advances impact the market structure?
- Can there be any change in the laws governing the industry?
- What are the environmental problems for the industry?

THE FEET Framework

THE FEET framework was designed by Darren Conlin AFSM, Assistant Chief Fire Officer, Fire Rescue Victoria.

Transport

Health

Energy

Finance

Environment

Education

Tourism

The PEARL Framework

P	E	A	R	L
People	Environment	Asset	Risk	Liability