



Know Yourself  
Know Your Organization  
Know Your Community

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# Overview

Introductory Perceptual Exercise

Academic Framework or SWOT by the Book

Practical SWOT – Helpful Tips for Social Enterprises

Non-Profit Market Analysis Tool



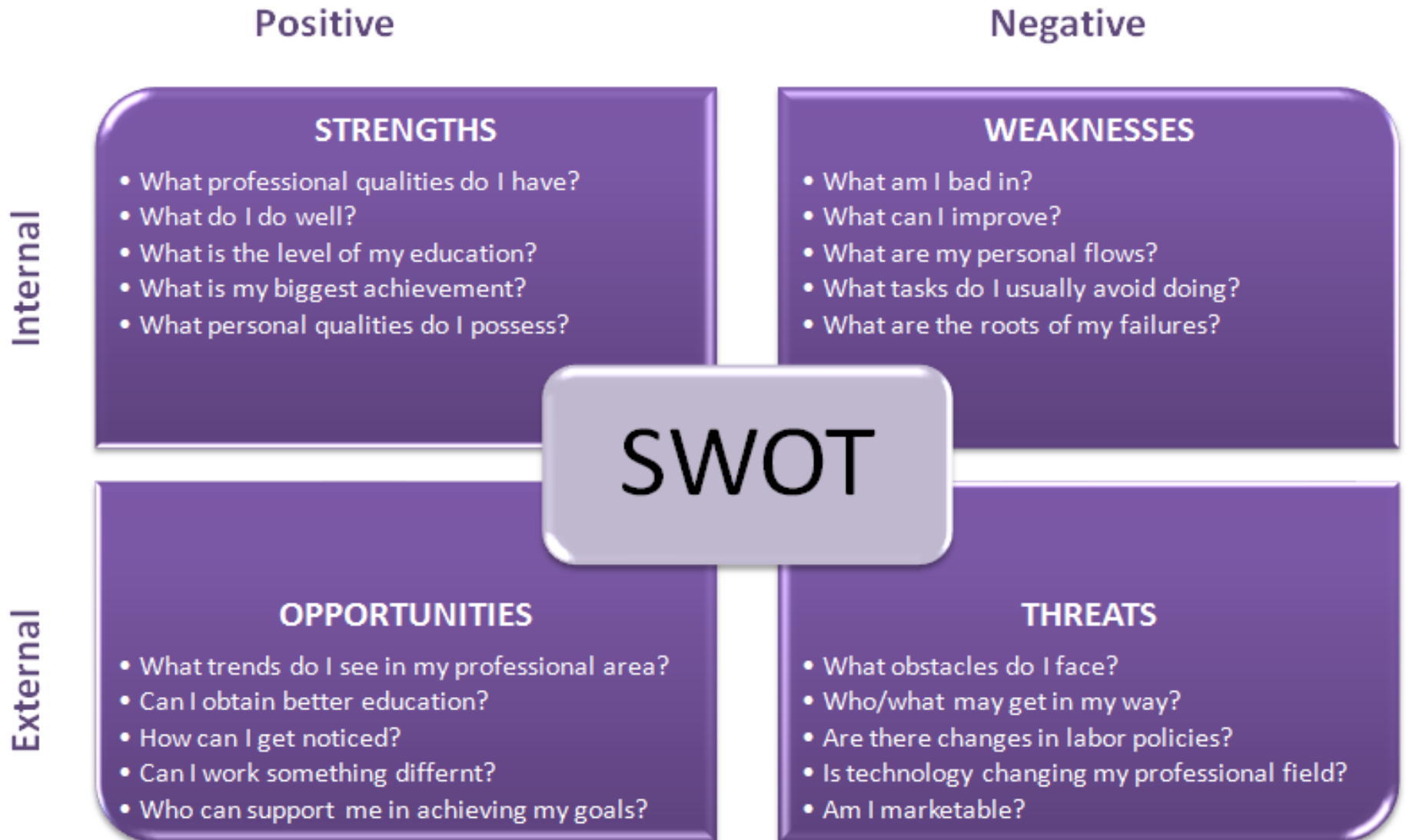
# Perceptual Exercise

Observe behavior of each model for ten seconds & then move on to the next

Be prepared to answer a series of questions

Distinguish between the objective observation of behavior vs. ***informed speculation or “what ifs”***

# SWOT Diagram: Personal



# SWOT Diagram: Organization

INTERNAL

HELPFUL

STRENGTHS

- 1) What are your strengths?
- 2) What do you do better than others?
- 3) What unique capabilities and resources do you possess?
- 4) What do others perceive as your strengths?

S

HARMFUL

WEAKNESSES

- 1) What are your weaknesses?
- 2) What do your competitors do better than you?
- 3) What can you improve given the current situation?
- 4) What do others perceive as your weaknesses?

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EXTERNAL

OPPORTUNITIES

- 1) What trends or conditions may positively impact you?
- 2) What opportunities are available to you?

O

THREATS

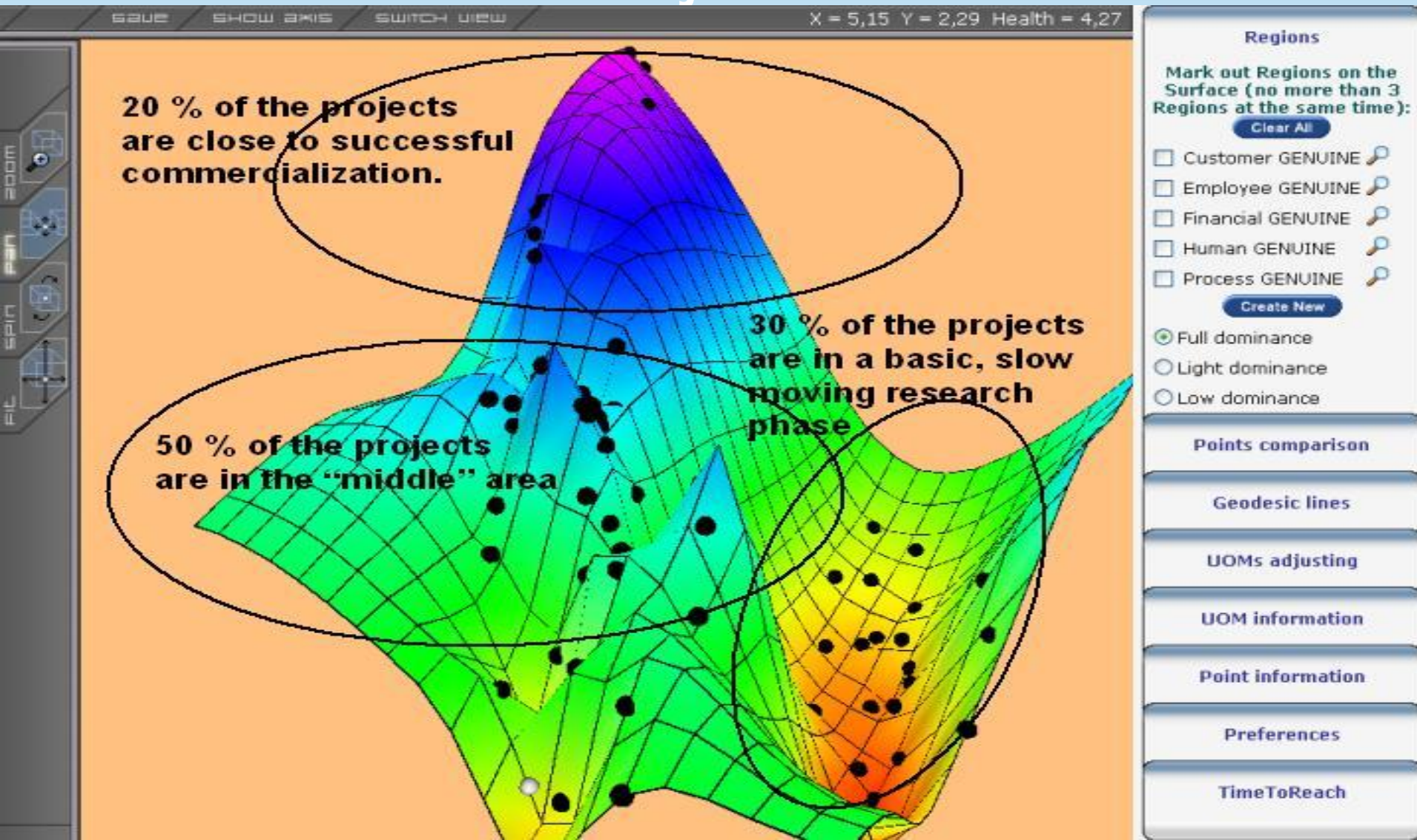
- 1) What trends or conditions may negatively impact you?
- 2) What are your competitors doing that may impact you?
- 3) do you have solid financial support?
- 4) What impact do you weaknesses have on the threats to you?

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# SWOT Diagram: Products and Projects



# Comfortable Diagram for NJTL/CTAs

## SWOT ANALYSIS



# Practical Psychological Tips

**SWOT is a diagnostic tool – It does not determine the Prognosis - Descriptive rather than Prescriptive**

**Have a Quiet Mind – “No Monkey Mind” - State of Clarity – Reflective Practice** <http://www.csp.org.uk/faqs/cpd/what-reflective-practice-how-do-i-do-it>

**“Clear Eyes, Strong Heart – Can’t Lose” – the late Stuart Scott, ESPN Anchor – Why this quote?**





# Social Entrepreneur

## **Factors of Production** (National Capacity Development Initiative):

Capital (\$)

Labor (staff)

Land (facilities)

Technologies and/or Intellectual Property

*-Grow Responsibly, 2014*



# SWOT Informs Social Enterprise

**Communication Tool** for the existing landscape to share with leadership, funders & partners

Offers both internal (operations) & external (market studies) **landscape analysis**

Provides a sound base for entrepreneurs to **forecast** or speculate as to alternative **outcomes** from decisions

Aid to **Recalibrate** the Proper Blend/Ratio of the various **Production Factors**



# A Nonprofit Market Analysis Tool

- Looking Beyond Traditional Historical Data: Census; Retail Sales; Real Estate, etc.
- Philanthropy Embraces *Equal Access to Opportunities* as dominant Community Development framework
- <http://www.diversitydatakids.org>