

1 ORGANISATIONAL ANALYSIS

WHAT IS YOUR OBJECTIVE?

The aim of this section is to help you define the outcomes that you want to achieve. To do this you should ensure that you are:

- Clear about the vision of the project.
- Aware how the project supports the overall strategic aims of the University.
- Clearly identifying the underpinning values of the project.
- Aware of equality and sustainability considerations relevant to the project.
- Identify any potential risks which will inhibit the delivery of the project.
- Confident you have identified the overall objectives of the project.

	QUICK GUIDE
VISION	<p>The vision is about briefly outlining the ‘big picture’ for the project and its overall strategic aim. This should be outlined very briefly.</p> <p>Questions to consider:</p> <ul style="list-style-type: none"> • What is the vision for the change? • What will be the main impact of the change?
MISSION	<p>In this section links should be made between the overall vision for the project and how this aligns with the overall strategic aims of the organisation and / or department.</p> <p>Questions to consider:</p> <ul style="list-style-type: none"> • How does the vision align with the organisation’s strategy? • What are the key elements of the organisational / departmental strategy that need to be considered?
VALUES	<p>The underpinning values of the project should be noted in this section.</p> <p>Questions to consider:</p> <ul style="list-style-type: none"> • What are the related values of the University / the team? • What values in terms of equality need to be included? • What values in terms of sustainability impact on the project need to be measured? •
Equality	<p>Outline any equality and accessibility issues that will need to be addressed.</p>
WELSH LANGUAGE (Welsh Universities only)	<p>Identify any Welsh language issues that need to be addressed.</p>

Sustainability	Outline any sustainability issues that will need to be addressed.
Risk	Outline any potential risks which may inhibit the delivery of the project or that you need to be aware of to address during the project e.g. legal and governance issues, financial etc.
OBJECTIVES	<p>Based on the above sections list the key objectives of the project.</p> <p>Questions to consider:</p> <ul style="list-style-type: none"> • What are the key objectives of the project? • What will be the benefits for the University / Department / School / Team if the project is successful?

SOME USEFUL ANALYSIS TOOLS:

- PESTLE
- SWOT ANALYSIS
- Stakeholder Analysis
- Benchmarking
- Force field Analysis