

What's SWOT? Where will the ADS be in 5 years?

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SWOT is a way for an organization to explore long range planning. It's a simple process for an organization identify how to improve operations or remediate some organizational problem.

The letters stand for Strengths, Weaknesses, Opportunities, and Threats. We all have opinions about what the ADS is doing now or how it may improve. We can't all meet in a room for discussion and debate, but we can still share our ideas by mail or email. We may discover the obvious, but we also may find some areas where changes may be made.

SWOT may be represented in a simple diagram as shown below. Fill out such a chart or just list your ideas under these headings. The goal is to plan how to improve the organization while maintaining focus on these four categories. Later resources and further planning may be directed by this first step.

SWOT for the ADS

Fall 2009

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| Strengths List the good products, experiences, or services one receives from the ADS. What do we do well? | Weaknesses List how the ADS falls short? How could the ADS be more beneficial to its members? |
| Opportunities What could we take advantage of to improve the ADS? | Threats What could prevent the ADS from continuing to meet its goals? |

You may send your results by email or mail to the President of the Society. The results will summarized and shared. No names will be used.

But here's a chance for every member to share heartfelt opinions of what the ADS should look like in 5 years and how we might get there.

Let us hear from you.

Send SWOT results to:

ADS-Presidentt@
DaffodilUSA.org

or

President, ADS
20753 Buffalo Run
Kildeer, IL 60047