Monte Ahuja College of Business Department of Marketing Fall - 2019 Written SWOT and Stakeholder Analysis - Narrative This is a 3-part, written assignment in which students will apply a process of identifying and evaluating SWOT analysis of your Leader from the Group Project 1: Leadership Analysis and Group Project 2; Northeast Ohio Initiative Analysis and a combination of the two providing thorough analysis of how the NEO IMPACT would be different with this leader being a critical key stakeholder. The total paper must be at least 10 pages. Writing Across the Curriculum (WAC) Requirement (150 Points) This is a designated WAC Course. Students will be assigned writing projects that will be used to evaluate writing skills. This is an individual assignment. According to the CSU WAC Policy (https://www.csuohio.edu/writing-center/wac-requirements): • In order to receive a “C” or better in the course, students must write at a satisfactory skill level (“C” or better).

• If the student’s writing is weak, but shows understanding of the course material, the student may be assigned a “D,” in which case WAC credit will not be received for the course. • The Writing Assignment is MANDATORY and detailed in the Appendix Specifications: • 1” Margins • 12-point font • Double Spaced • Graphics should not be more than one half of a written page. If graphics consume more than half a page, that page is not considered a full page of text towards 10-page minimum. • Correct capitalization punctuation and indentation is a must. • Please identify each section with a heading. Writing Assignment (2 of 4) Part 1 Leadership Analysis (3-4 Written Pages) Perform a Strengths/Weakness/Opportunity/Threats analysis on your chosen leader form your group presentation.

This SWOT analysis should be your own thoughts based on the information you gathered as a team. Examine what makes your leader a leader and why. Your paper should include: • Defining moments and/or noteworthy actions in this person’s path to becoming a leader • Articulate the leaders legacy, the obstacles they faced/overcame and the trail left behind • Leadership traits, competencies that make this person a leader • Controversies, risks and negative impacts that may exist • Lessons to be learned from this leader • Include the Graph below to compliment your written analysis • The graph can be adjusted to accommodate your written analysis however it must include each and all of the 4 quadrants Writing Assignment (3 of 4) Part 2 Stakeholder Analysis (3-4 Written Pages) Perform an in-depth Stakeholder Analysis on the Northeast Ohio Initiative presented with your group.

This Stakeholder Analysis should be your own thoughts based on the information you gathered as a team. Examine and define the key stakeholders, both primary and secondary. Also consider the Economic, Societal, and Environmental impacts as stakeholders effected by this Initiative. Your Analysis should include: • List of identified stakeholders o Explain why they are a stakeholder • Role of each stakeholder o Let’s it happen o Helps it happen o Makes it happen o Effected by what happens The Effects of the Outcome of this Initiative o What does each stake stand to gain/loss with this initiative? • Include a CHART/GRAPH similar to this to compliment your written analysis (see example we did in class) Key Stakeholder Reason Makes It Happen Effected by what Happens Gain Loss Stakeholder Analysis NEO IMPACT Lets It Happen Helps It Happen. Writing Assignment (4 of 4) Part 3 Synthesis of Leader and Initiative (4-5 Written Pages) Using the SWOT of your Leader and the Stakeholder Analysis of your Initiative, synthesize the two by placing your Leader into an identified key stakeholder of your Initiative. • Detail out what would be different. • Explore the leaders SWOT and what impact those leadership competencies would have if this person was the lead in your NEO Initiative. o Would the outcomes be different? o How would this person change, support or oppose the strategies to achieve success? o Would the timelines be different? • Fully develop who your leader is in this new role/situation. • Think and act like your leader from what you know of the Leader. • Explain what characteristics of the leaders work to their advantage and disadvantage. • There is no right or wrong analysis. I want to see that you can fully develop and explain the situation and possible outcomes. • Think in strategic terms, think like you are your leader and you are the CEO. Provide a new SWOT of the NEO Initiative and a new Stakeholder Analyses with your leader as a key stake holder. In your written analysis, detail what changes and why. Key Stakeholder Reason Makes It Happen Effected by what Happens Gain Loss Stakeholder Analysis NEO IMPACT Lets It Happen Helps It Happen