



SWOT

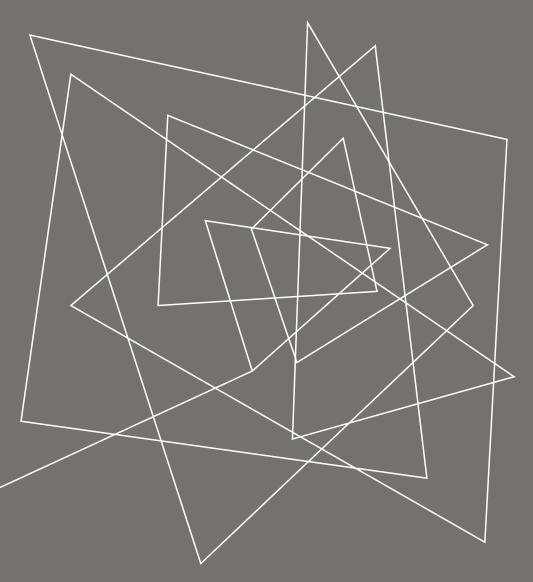
- Developed at Stanford in the 1970's
- Typically used in strategic planning
- Method to identify areas of excellence but also areas needing improvement
- Identifies opportunities for growth
- Identifies internal and external threats to the organization
- Was performed with all MSD's staff within work groups



STRENGTHS

- Age of the workforce young energetic staff
- Skilled, knowledgeable and caring staff
- Flexible work schedule
- Team members are good at answering questions
- Understanding of personal life events/obligation
- We get along, good interaction with other departments
- We are willing to support and help other teams/departments
- Good work environment, we are a team
- We have support from the attorneys
- Improved employee communications and trainings
- Great support from upper management, open door policy and are willing to listen
- Spanish translation for constituents





WEAKNESSES

- Different styles of communication that can be difficult to understand
- Retention people staying on the team longer
- Workload management
- Internal career growth not defined
- We don't have a clear identity in the communities
- Location of office we are confused with the county
- Our constituents don't know what we do.
- Strict office hours
- Miscommunication
- Not all training applies to the entire staff
- Unclear roles There are gaps as well as overlaps
- Age of staff lack knowledge and experience
- Lack of job specific training
- Changes made without communication
- Differences between codes
- Burnout



OPPORTUNITIES

- Provide parking enforcement to other jurisdictions
- New office space with new IT systems
- Stormwater utility fee
- GIS/drone services to other communities
- Possibly providing abatements
- Uniqueness of the MSD and its services
- Customization of the code to each member



BUSINESS OPPORTUNITIES ARE LIKE BUSES. THERE'S ALWAYS ANOTHER ONE COMING.

Richard Branson

PLAN FOR PRODUCT LAUNCH

PLANNING	MARKETING	DESIGN	STRATEGY	LAUNCH
Synergize scalable e-commerce	Disseminate standardized metrics	Coordinate e- business applications	Foster holistically superior methodologies	Deploy strategic networks with compelling e- business needs

Q1 ———— Synergize scalable e-commerce

Q2 — Coordinate e-business applications

Q3 — Deploy strategic networks with compelling e-business needs

Q4 _____ Disseminate standardized metrics

TIMELINE

AREAS OF FOCUS

B2B MARKET SCENARIOS

Develop winning strategies to keep ahead of the competition

Capitalize on low hanging fruit to identify a ballpark value

Visualize customer directed convergence

CLOUD-BASED OPPORTUNITIES

Iterative approaches to corporate strategy

Establish a management framework from the inside

HOW WE GET THERE

ROI

Envision multimedia-based expertise and cross-media growth strategies

Engage worldwide methodologies with webenabled technologies

NICHE MARKETS

Pursue scalable customer service through sustainable strategies

Engage top-line web services with cutting-edge deliverables

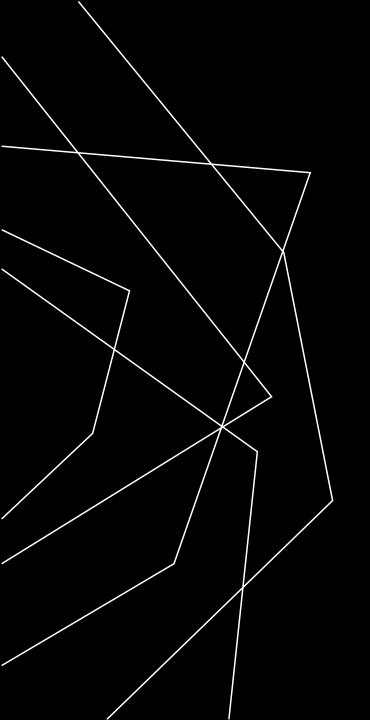
SUPPLY CHAINS

Cultivate one-to-one customer service with robust ideas

Maximize timely deliverables for real-time schemas

SUMMARY

At Contoso, we believe in giving 110%. By using our next-generation data architecture, we help organizations virtually manage agile workflows. We thrive because of our market knowledge and great team behind our product. As our CEO says, "Efficiencies will come from proactively transforming how we do business."



THANK YOU

PRESENTATION TITLE