



STRENGTHS  
WEAKNESSES  
OPPORTUNITIES AND  
THREATS ANALYSIS  
(SWOT)



G R E A T E R   S A L T   L A K E  
**Municipal Services**  
**District**

# 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 web-enabled 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