



Workshop Tel Aviv – June 2017

Exercise sheets

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SWOT - Analysis

	Helpful To achieve the objective	Harmful To achieve the objective
Internal Attributes of the university	<i>Strengths</i>	<i>Weaknesses</i>

External Attributes of the environment	<i>Opportunities</i>	<i>Threats</i>

Stakeholder analysis

Stakeholder	Internal or External	Power – Support – Influence - Need

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Your Action Plan

List down your goals	S What SPECIFIC ACTIONS will help you reach your goal?	M How are you going to MEASURE your success? (KPIs)	A Who will ACHIEVE them?	R What are the REALISTIC resources needed?	T TIME them