**Integration, Recommendation and Implementation Analysis Evaluation**

|  |  |  |
| --- | --- | --- |
| ***Section of report*** *Range is 0.0 –4.4* | Form | **Content** |
| Synthesis | Firm Strengths & Weaknesses Enviro. Opportunities & Threats SWOT MatrixDoes the strategy fit the SWOT | * Summarize not only the strengths & weaknesses / opportunities & threats but relate them to each other – how does all that you’ve said so far fit together.
 |
| Selecting a Course of Action | * Criteria by which you will evaluate a good recommendation.
* Recommendation.
* Targets and Goals
* Evaluation of Recommendations.
 | * Tell me what challenges a good recommendation will address.
* Have a definitive recommendation.
* Tell me what are the targets of your recommendations.
* Tell me how your recommendations meet your criteria and potential targets.
 |
| Implementation | * Describe an Action Plan for implementation
* Discuss the logic of Action Plan
* Are any new organizational structure or controls needed
* Criteria to evaluate change success.
 | * Logical & appropriate Action Plan for imple­menting your recommendations (1st this, then)
* Review any new organizational structure or controls needed
* Criteria by which you will evaluate whether the change was successful.
 |
| Remaining Considerations | * Cover
* References
* Figures (like organization charts or time lines)
* Tables.
 | * Cover has all the relevant elements (ID’s, Art).
* Sufficient consistently properly presented alphabetical references.
* Sufficient labeled clearly presented figures.
* Sufficient labeled clearly presented figures.
 |
| Average |  |  |

**Integration, Recommendation and Implementation Analysis Outline**

The written version should be no more than 8 page, excluding cover and citations, no table of contents or exec summary needed, no less than 12 pt, 1 ½ space, and no less than 1-inch margins. Mix the tables and figures into the text as they are mentioned in the paper.

SYNTHESIS

 Strengths

 1. …

 2. …

 Weaknesses

 1. …

 2. …

 Opportunities

 1. …

 2. …

 Threats

 1. …

 2. …

 SWOT Matrix!

 SWOT fit with strate gy

SELECTING A COURSE OF ACTION

Criteria for Evaluation

 1. …

 2. …

 3. …

 Recommendation

 Short term

 Long Term

Targets and Goals

Evaluation of Recommendations

IMPLEMENTATION

 Action Plan Described

 1. …

 2. …

 Rationale for Action Plan

 New Structure & Control Systems needed

 Criteria to Evaluate Implementation Success