

PHASE II - DIAGNOSTIC SUMMARY FORMS

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Now that you have completed the diagnosis of the internal and external systems, the team's findings should be summarized. Use the Diagnosis Summary Form available for this purposes. Use the top part of the form to summarize the most important opportunities and threats identified on the various System forms used in the analysis of the External Systems (Environment; Markets and Clients; Industry and Competition) and the lower part of the form to detail the most important strengths and weaknesses flowing from the Internal Systems review (Outputs; Internal Resources; Inputs). After completing the Diagnosis Summary Form, you should summarize the key issues in a few sentences, explaining if they are patterns, trends, or problem areas. See if they are opportunities which can be exploited.

Remember that key issues can include positive and negative statements. They should not simply be viewed as problems.

QUIT

BACK

FORWARD

PRINT

