# Task 3: Identify leverage points and challenges

## Method: Leverage Points, Challenges, and SWOT Analysis

Task Summary: Your efforts will be more fruitful by identifying the leverage points that already exist within your institution. Leverage is often tied to urgent initiatives and concerns. Likewise, if you know what challenges already exist, you can build strategies to address them and ensure that momentum is not lost.

Directions: Answer the questions below and complete the Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis that follows.

1. **Outline your organizational readiness. How can you control and define your pace, flow, and momentum?**

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1. **How committed are constituents to embracing an agenda that supports progressive change and equality for all members of the community regardless of identity characteristics? (See Diversity Adoption and Engagement Resource in Task 1 for information on how to engage people across the adoption continuum.)**

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1. **Shift the organizational mindset. Define urgency for your institution. What is your “burning platform”? Consider the following:**
* Numbers
* Culture
* Turnover

Click here to enter text.

1. **Determine the baseline of financial and human capital resources that supports diversity and inclusion integration at your institution. What are the current programs? Where are they located? How does diversity planning fit into the overall financial plan of the institution?**

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1. **Have you educated yourself about the change-management process involved in this effort? Where is your organization in the process? What can you reasonably expect to accomplish in the coming months to move the organization forward? (See works by Loden and Kotter listed under Organizational Change Resources for more information on change management.)**

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## Strengths Weaknesses Opportunities Threats (SWOT) Analysis Template

Directions: Enter three or more key factors that affect each of the four components of your SWOT analysis.

|  |  |  |
| --- | --- | --- |
|  | **Strengths:** Areas you do well in or advantages of your organization. | **Weaknesses:** Areas needing improvement |
| Internal Factors |  |  |
|  | **Opportunities:** External factors that may contribute to your organization and build up your strengths | **Threats:** Potential problems/risks caused by external factors that your organization may face |
| External Factors |  |  |