

Project Management for Scientists 2011

Exercise 2

Due on 9 May 2011 at 11:00 via email to h.m.becher@uu.nl

Problem 1

Formulate a vision in your area of expertise. Write down the vision in a single sentence. Analyze, in writing, your vision statement according to the criteria discussed in the lecture.

Problem 2

Perform a SWOT analysis, in writing, with respect to the vision formulated in Problem 1. List at least 5 points in each of the 4 SWOT areas.

Problem 3

Formulate at least 5 strategic goals to achieve your vision formulated in problem 1. Show that these goals are SMART and address all of the points identified by the SWOT analysis in problem 2.