

Project Management for Scientists 2015

Exercise 2

Due on 24 September 2015 at 13:45

Problem 1

Formulate a vision in your area of expertise. Write down the vision. Analyze, in writing, your vision statement according to the following criteria:

Single sentence

Guides strategic decisions

Captures essence

Describes best possible outcome

Written in present tense

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.