

Activity 3.3: Small Business Office Self-Assessment—Student Instructions

Small Business Senior Leader Roles and Responsibilities

As a Small Business Senior Leader, learning as much as possible about the roles, responsibilities, and people with whom you interact is a key priority. In addition, examining the environment in which you operate and how different aspects of it can affect your ability to function effectively is critical for making decisions about strategic direction. Conducting an office assessment that includes analyzing both internal and external influences, coupled with your mission statement, can provide valuable information for strategic planning.

Purpose:

Assess the current state of your Office of Small Business Programs (OSBP) using the Strengths, Weaknesses, Opportunities, and Threats approach (SWOT) combined with a Political, Economic, Sociological, Technological, Legal, Environmental (PESTLE) analysis of external factors that influence the environment in which your office operates.

Scenario:

In your new Small Business Senior Leader position, you want to determine how your OSBP can support your organization. You have completed an analysis of your functional area and your organizational chain. To complete the information collection and analysis process in anticipation of preparing a mission brief for your director, you assess the current state of your OSBP, taking both internal and external factors into account.

Instructions:

For this activity, you will:

1. Individually perform a preliminary SWOT analysis of your OSBP.
 - a. Identify internal strengths and weaknesses.
 - b. Identify external opportunities and threats.
 - c. Apply a PESTLE analysis to further refine external factors.
 - d. Document your findings in a PowerPoint.
2. Meet with your team to share your SWOT/PESTLE analysis. During this meeting you will present your analysis to your team for discussion and feedback. The purpose of the discussion is to gain additional perspectives on the internal and external factors affecting your office.
3. Make adjustments to your SWOT/PESTLE PowerPoint based on discussions with your team.
4. Upload your PowerPoint to Blackboard.
5. Be prepared to discuss your process, findings, and others' perspectives during the debrief.