UNIT 4

Performing Arts In The Community

**SWOT ANALYSIS**

These are a vital tool for any company. They are undertaken at the start of any major project.

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| **STRENGTHS** | **WEAKNESSES** |
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| **OPPORTUNITIES** | **THREATS** |
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| **STRENGTHS**  **What are we as a company good at?**  **What resources are we all bringing to the table?**  **What are our facilities like?**  **What do ClassAction already do well?** | **WEAKNESSES**  **What are we as a company not so good at?**  **What resources are we lacking?**  **What do we also need in our facilities that we don’t already have?** |
| **OPPORTUNITIES**  **What can we all gain as a company during this project?**  **What can we achieve during this project?**  **What/who can we call upon outside of the company?** | **THREATS**  **What could go wrong?**  **What is against us?**  **What variables are there that maybe out of our control?** |

* Good communication skills
* Skills and experience for future employment
* Decision making
* Panic/Stress
* Listening to others
* Learning new skills/personal development e.g. lighting boards, press release
* Personal challenge
* Experience of different performing arts contexts
* Pass BTEC!
* Meet deadlines – Time management
* Good group/team work skills
* Absence
* Pressure from other course homework/exams
* Facilities/equipment not of a good standard
* Good working relationship
* Range of skills and experience within the group