

STRATEGIC NEEDS ASSESSMENT

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UNDERSTAND
the challenges
your company
faces.

RECEIVE
feedback
from your
management
team.

IDENTIFY
priorities.

What is SNA?

An uncomplicated questionnaire that should take about 30 minutes to complete.

A diagnostic instrument that will simplify how to meet your company's needs.

A way to regularly review your company's position.

What does the SNA provide?

A better understanding of your company's current condition.

A comparison that shows how key people view opportunities and challenges.

Insights into the real issues facing your company.

Feedback to help you and your team concentrate on priorities and action strategies.

After feedback:

You continue to work with your MI-SBTDC counselor.

You decide on your company's priorities.

You will receive:

At-a-glance bar graph interpretation

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Why is the SNA useful?

The MI-SBTDC developed the Strategic Needs Assessment (SNA) to help a management team evaluate their **whole company** and potentially save time in the process. The SNA has proven to have added value if it is completed independently by several people in an organization.

What is the SNA?

Serving as a **snapshot**, the SNA enhances understanding of the current condition of a company. It addresses the whole business by inviting respondents to answer “Yes” or “No” through a series of 10 closed-ended questions for each of nine different management areas including:

- Recent changes
- Finance
- Human Resources
- Information Technology
- Evaluation & Control
- Management vision
- Marketing
- Operations
- Implement Strategies

In a straightforward way, respondents can evaluate the importance of each question on a scale of one through five (lowest to highest). If respondents have other issues they feel are important within a topic, they can write in their own questions and rate them. Each respondent is asked to choose the most critical questions per topic. Ultimately, respondents prioritize their issues.

What does the company receive?

Once the SNA is completed, the MI-SBTDC processes the questionnaires and provides the company with feedback. This can include the graphic (at-a-glance, color-coded bar charts) and the Assessment Report.

The **bar charts** are color coded to clarify individual responses and to provide **insightful visual triggers** to topics that are not only critical, but could be viewed with different levels of intensity by each team member.

The **Assessment Report** provides feedback on the identified areas of highest critical importance. This interpretation further addresses the intensity of the combined responses and links them to the issue ranking given by the individual respondents.

By concentrating on opposite responses to individual questions, the report also addresses areas of potential **miscommunication** within an organization. Indicators of potential conflict may (or may not) be among those identified as being critical. It is the MI-SBTDC’s role to identify and highlight them if the respondents have not.

What next?

Armed with the results of the SNA, the company can choose near-term and future priorities. The MI-SBTDC can continue to be a resource to help plan for a successful future.

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