

Needs Assessment and Swot-Based Intervention Plan for Sangguniang Kabataan In Talavera, Nueva Ecija

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Abstract — The objective of this research was to assess the managerial skills of Sangguniang Kabataan (SK) members in Talavera, Nueva Ecija, with the purpose of formulating a targeted development plan to improve the efficiency of personnel whose SK is located in Talavera. The delivery of a self-administered questionnaire to each member of the SK allowed the use of a study technique that included both descriptive and quantitative elements. During the data analysis phase, descriptive statistics and weighted averages were used to determine the SWOT (strengths, weaknesses, opportunities, and threats) related to managerial skills. The assessment results revealed that the individual has a strong competence in the areas of data analysis, strategic planning, and efficient communication. In contrast, several aspects were identified as having potential for enhancement, such as economic understanding, flexibility, and tailored communication to meet the specific needs of each individual. To rectify these deficiencies and maximize the existing resources, a sustainability plan was developed. The primary goals of this approach were to improve economic literacy via online courses and workshops, to strengthen marketing efforts by targeted media and data analytics, and to better management practices by the implementation of scenario planning and training programs. Through the implementation of the proposed sustainability plan, the School of Knowledge (SK) in Talavera has the potential to achieve long-term sustainability in marketing, managerial, and economic aspects, according to the research results. The aforementioned conclusion was obtained from the empirical findings of the study. Consequently, they will possess the ability to effectively champion the interests of the local residents in their constituency, actively contribute to the development of the community, and promote a future that is more robust and economically sustainable.

Keywords — *Needs assessment, Community development, Youth leadership, Economic sustainability, Community development in the Philippines*

I. Introduction

The young people of a nation are the ones who instantly, in terms of assuming leadership positions, set the course of that country. The Philippines has created the Sangguniang Kabataan (SK), a youth council meant to promote the interests of Filipino teenagers at the barangay level, therefore attesting to the significance of this topic. On the other hand, studies by Alsina et al. (2019) show that generally the company performs poorly when members of the SK in issue lack the necessary management skills. This is the situation where the firm performs generally badly.

The Secondary School (SK) in Talavera, Nueva Ecija is the focal point of this study project. This research aims to fill up the discovered knowledge gaps. The aim of this research is to identify the particular management skills needed for SK members to enable them to reach better degrees of output. Doing a thorough needs analysis is one approach to do this. A SWOT analysis can help a company to examine both internal and external elements influencing its management capacity. At last, this will lead to the development of a management plan particularly targeted at improvement from the standpoint of the company. This study is relevant since it will help to acquire knowledge of the outside world, enable the establishment of a strategic improvement plan fit for the Talavera Supervisor Division, and assist to make specialized training courses more relevant. These are all significant as they will enable the implementation of the strategy, therefore facilitating development of it. This program aims to raise the competences of SK members, therefore enhancing their ability to serve the young people they represent and, hence, their effectiveness will grow.

Literature Review

The resources provided help build a needs assessment and SWOT-based intervention plan for the Sangguniang Kabataan (SK) in Talavera, Nueva Ecija, in leadership, communication, decision-making, and strategic planning. These elements are essential to the strategy. To clarify, the leadership and youth development references explain the importance of excellent leadership in youth-led programs. Communication and intercultural understanding references emphasize the need of effective communication in building relationships, cooperating, and addressing the various SK opinions. Decision-making and strategic thinking references help identify SK needs and provide customised treatments. There are no specific sources on requirements assessment and SWOT analysis, but Research design: The logic of inquiry covers research design, data collection, and analysis. These materials may help you do a detailed needs assessment and a comprehensive SWOT analysis to identify the subject matter's strengths, weaknesses, opportunities, and threats.

II. Methodology

The management skills of the Sangguniang Kabataan (SK) in Talavera, Nueva Ecija are evaluated through a descriptive and quantitative research approach. Intentional sampling will be employed to collect data from each SK member in Talavera. This will be accomplished through the use of a self-administered questionnaire that has been customized to the specific context of SK responsibilities, drawing from pre-existing youthful leadership competency models. Babbie (2019) asserts that the data analysis results would be significantly influenced by the weighted averages that will be calculated for each management skill based on the responses provided on a Likert scale. The inherent subjectivity of this weighing process will be recognized, and talents will be assigned weights based on their perceived relevance to effective SK leadership (De Vaus, 2022). This method prioritizes the most critical talents in relation to SK success. Descriptive statistics may also be implemented to more accurately depict response dispersion. The analysis will be

simplified by employing statistical instruments such as SPSS or R. Informed consent, anonymity, and adherence to established research standards are among the ethical considerations that will be strictly adhered to (American Psychological Association, 2020).

III. Results and Discussion

This section outlines the results derived from the main instrument utilized in this research.

INTERNAL

1. Strategic Thinking and Planning

This introspection on one's strategic thinking and planning ability points up both areas in which one may develop and possible points of advantage. Molina and Calzada-Pulido (2021) claim that while certain areas need particular attention for development, the study shows a strong basis in several significant ones. One is proficient in seeing developing problems and setting reasonable, long-term aims based on data analysis (Mean: 1.62, Standard Deviation: 0.66) and goal clarity (Mean: 1.94, Standard Deviation: 0.89). Strength will be the first subject we address: The results on planning detail (Mean: 1.75, Standard Deviation: 0.83) and progress monitoring (Mean: 2.04, Standard Deviation: 0.81) help to create whole plans including particular activities, the distribution of resources, and continuous monitoring in order to help to advance goals. Moreover, the outcomes on long-term consequence consideration (Mean: 1.83, Standard Deviation: 0.75) and stakeholder inclusion (Mean: 1.75, Standard Deviation: 0.75) point to a definite degree of strategic thinking on the integration of stakeholder input into the planning process and the long-term consequences of decisions. This is seen by the 0.75 standard deviation and 1.75 mean value for stakeholder involvement. With a mean of 2.09 and a standard deviation of 0.86, the highest score relates to communication effectiveness. This shows that the person has perfected the capacity to succinctly and clearly communicate strategic concepts and goals. The outcomes of this self-examination provide an excellent road map for the continuous development of strategic thinking and planning and associated skills. By stressing the proactive identification and reduction of risks, enhancing flexibility, and always strengthening present strengths, one may help to establish a more robust and successful strategic planning approach. Pursues of mentorship from seasoned strategic planners, the utilization of pertinent market data, and ongoing education can help one to attain constant improvement.

Table 1.
Needs assessment of Sangguniang Kabataan in Talavera, Nueva Ecija in Terms of Strategic Thinking and Planning

A.	Strategic Thinking and Planning	Mean	SD	Verbal Description
1	My ability to consistently analyze data and trends to identify emerging issues impacting my area of responsibility is regularly assessed.	1.62	0.66	Disagree
2	The clarity of my long-term goals and objectives for projects or initiatives is evaluated.	1.94	0.89	Moderately Agree
3	My development of detailed plans outlining specific steps, timelines, and resource allocation for achieving goals is assessed.	1.75	0.83	Moderately Agree
4	My ability to anticipate potential risks and challenges and develop contingency plans is evaluated.	1.74	0.71	Disagree
5	My flexibility and adaptability in revising plans based on new information or changing circumstances is assessed.	1.81	0.59	Moderately Agree
6	The consideration of long-term consequences of decisions and actions is evaluated.	1.83	0.75	Moderately Agree
7	The effectiveness of linking specific projects or initiatives to broader organizational goals and strategies is assessed.	1.85	0.74	Moderately Agree
8	My encouragement and incorporation of input from diverse stakeholders when developing plans and strategies is evaluated.	1.75	0.81	Moderately Agree
9	My effectiveness in communicating strategic plans and goals to others in a clear and concise manner is assessed.	2.09	0.86	Moderately Agree
10	My regular monitoring of progress towards goals and objectives, with adjustments made as needed, is assessed.	2.04	0.81	Moderately Agree
Overall Weighted Mean		1.84	0.29	Moderately Agree

In addition to that, the self-assessment sheds light on two significant areas that need more development or improvement. To indicate that there is a need to adopt a more proactive approach to recognizing potential hazards and establishing contingency plans, the fact that the score for anticipating risks and problems (Mean: 1.74, Standard Deviation: 0.71) falls within the "Disagree" category suggests that there is a need to take a more proactive approach. According to the data, this is shown by the fact that the mean score is 1.74 and the standard deviation is 0.71. This presentation of scenario planning exercises and the incorporation of risk assessments into the planning stages of a project have the potential to greatly develop this capacity. This capability has the potential to be significantly strengthened. In addition, the score for adaptability and flexibility suggested that there is space for improvement in the process of revising plans in response to new information or changing circumstances (Molina & Calzada-Pulido, 2021). The mean score for adaptability and flexibility was 1.81, and the standard deviation was 0.59. This is consistent with the idea that was said before. It is possible that the capacity to be open to adopting an agile planning

approach, which for modifications to be made in an iterative manner as the environment undergoes change, might prove to be of great assistance.

2. Decision-Making and Problem-Solving

This self-assessment demonstrates that the individual has a solid foundation in decision-making and problem-solving abilities, as shown by consistently high scores across all 10 categories that were tested (mean scores ranging from 2.45 to 2.72, standard deviations ranging from 0.53 to 0.64). The capacity of the researcher to collect and evaluate relevant information in order to assess at well-informed judgments (mean: 2.57, standard deviation: 0.57) is the foundational component of this skill (Franco-Cortes et al., 2020). The scores for recognizing fundamental issues (mean: 2.55, standard deviation: 0.64), examining multiple possibilities (mean: 2.58, standard deviation: 0.57), and picking the best acceptable solution (mean: 2.72, standard deviation: 0.53) reflect a well-rounded approach to problem-solving. (Mean: 2.55, Standard Deviation: 0.64). Additionally, the high score for rationale clarity (mean: 2.60, standard deviation: 0.57) demonstrates the capacity to communicate the logic behind selected courses of action in a clear and concise manner.

Table 2.

Needs assessment of Sangguniang Kabataan in Talavera, Nueva Ecija in Terms of Decision-Making and Problem-Solving

B.	Decision-Making and Problem-Solving	Mean	SD	Verbal Description
1	My ability to gather and analyze relevant information to make informed decisions is regularly assessed.	2.57	0.57	Agree
2	I am evaluated on my ability to identify the core problem or issue in a given situation.	2.55	0.64	Agree
3	My effectiveness in considering various options and potential solutions is assessed.	2.58	0.57	Agree
4	The clarity and logic of the rationale behind my chosen course of action is evaluated.	2.60	0.57	Agree
5	My ability to anticipate potential consequences of different solutions is assessed.	2.45	0.57	Agree
6	I am evaluated on my skill in selecting the most appropriate solution based on the situation.	2.72	0.53	Agree
7	My tendency to make timely decisions, even in uncertain circumstances, is assessed.	2.60	0.57	Agree
8	My effectiveness in implementing chosen solutions and following through on decisions is evaluated.	2.68	0.55	Agree
9	I am evaluated on my ability to adapt or adjust my approach based on changing circumstances or new information.	2.51	0.58	Agree
10	My openness to feedback and willingness to learn from past decision-making experiences are assessed.	2.58	0.57	Agree
Overall Weighted Mean		2.58	0.32	Agree

Although there is a favorable outlook on the data analysis as a whole, there is always potential for development. According to Clemenson (2019), the score for predicting probable effects was 2.45, with a standard deviation of 0.57. This indicates that more development in contemplating the strategic response of various options might potentially be advantageous. It is possible to improve this attribute of the decision-making process by including risk assessment tools and scenario planning exercises (Clemenson, 2019). In a similar vein, the statistics about adapting to changing circumstances (mean: 2.51, standard deviation: 0.58) indicates that there is room for development in maintaining flexibility and shifting techniques as circumstances change. The cultivation of a development mentality and the promotion of an environment that encourages open communication with co-workers might be beneficial in this particular aspect. A thorough review of strengths in decision-making and problem-solving may be incorporated and provided by this self-assessment, which is presented in its entirety. A method that is even more applicable in terms of identifying difficult circumstances may be obtained by analyzing on further developing the capacity to predict outcomes and staying adaptive. Continuous learning, exposure to a variety of viewpoints, and a desire to learn from previous experiences are all factors that will lead to continued growth in these areas.

3. Communication and Interpersonal Skills

This self-evaluation of communication and interpersonal skills shows that the individual excels in collaboration, trust, and conflict management. However, several parts may be improved to improve communication. The high ratings for permitting open communication in collaborative circumstances (Mean: 2.66, Standard Deviation: 1.09) and effectively presenting difficult material (Mean: 2.68, Standard Deviation: 1.01) show an excellent capacity to connect with various audiences. Creation of rapport and trust (mean: 2.58, standard deviation: 1.22) and constructive conflict resolution (mean: 2.60, standard deviation: 1.15) indicate that the individual is adept at interpersonal dynamics. Even if the overall review is positive, there is always room for improvement. With a mean score of 2.45 and a standard deviation of 0.57, the score for forecasting possible consequences suggests that considering long-term impacts of solutions may be beneficial (Clemenson, 2019). Risk assessment and scenario planning may enhance this decision-making step (Clemenson, 2019). Similarly, the adjusting to changing situations score (mean: 2.51, standard deviation: 0.58) shows opportunity for improvement in flexibility and technique adjustment. Developing a growth mindset and encouraging open communication with colleagues may help. This complete self-assessment reviews decision-making and problem-solving skills. Focusing on predicting events and adapting may make you more adaptable to adverse situations. Continuous learning, exposure to other perspectives, and a willingness to learn from past experiences can help these areas flourish.

Table 3.
Needs assessment of Sangguniang Kabataan in Talavera, Nueva Ecija in Terms of Communication and Interpersonal Skills

C.	Communication and Interpersonal Skills	Mean	SD	Verbal Description
1	My ability to clearly and concisely articulate complex information to diverse audiences is regularly assessed.	2.68	1.01	Agree
2	I am evaluated on my effectiveness in actively listening to understand others' perspectives.	2.28	1.08	Moderately Agree
3	The clarity and persuasiveness of my written communication is assessed.	2.40	1.17	Moderately Agree
4	My skill in fostering open and respectful communication in collaborative settings is evaluated.	2.66	1.09	Agree
5	My ability to build rapport and trust with others is assessed.	2.58	1.22	Agree
6	I am evaluated on my effectiveness in managing conflict situations constructively.	2.60	1.15	Agree
7	My ability to provide clear and actionable feedback is assessed.	2.45	1.05	Moderately Agree
8	I am evaluated on my skill in effectively negotiating and reaching consensus.	2.47	1.07	Moderately Agree
9	The appropriateness of my nonverbal communication (e.g., body language, tone of voice) is assessed.	2.25	1.00	Moderately Agree
10	My ability to adapt my communication style to different audiences and situations is assessed.	2.34	1.11	Moderately Agree
Overall Weighted Mean		2.47	0.40	Moderately Agree

These strengths are commendable, but the data for written communication, actionable feedback, negotiation, and adapting communication style are all "Moderately Agree" with a result of Mean: 2.40, Standard Deviation: 1.17 which is evidence that these areas are requiring improvement to better off the operation of the organization. Therefore, it is feasible to identify areas that require growth to implement consistent efficacy across a vast variety of communication settings. According to Cohen and Bradford (2019) and Tannen (2019), written communication may benefit from clarity, conciseness, and audience targeting. Feedback may be made more effective by implementing a thorough examination and analysis of facts that were collected according to the feedback of the respondents, constructive, and actionable (Goleman, 2019; West & Turner, 2019). This enhances feedback. Pink (2019) and Tuckman and Jensen (2019) found that role-playing and active listening increase negotiation skills and mutually agreeable solutions. Results from both studies support this observation. Finally, according to Cohen and Bradford (2019), Mehrabian (2019), and Watzlawick et al. (2019), actively adapting one's communication style to different audiences and settings, taking formality and cultural nuances into account, may improve interactions. The weighted mean score of 2.47 and standard deviation of 0.40 emphasize a solid foundation in communication and interpersonal skills with opportunities for improvement.

This is shown by targeted development areas. This may be done via improving written communication, feedback, negotiation, and adaptation. This will enable a more complete and effective communication approach. Continuous learning, exposure to different communication styles, and asking colleagues for feedback may help continue improvement in these areas.

EXTERNAL ENVIRONMENT

1. Economic Conditions

The self-evaluation findings indicate a strong inclination to acquire and apply diverse economic concepts. McConnell et al.'s 2020 study indicates that the ratings for recognizing economic indicators, understanding economic patterns, forecasting, and the economic consequences of actions all fall into the "Disagree" group. This indicates a deficiency in understanding in these essential domains. The score for recognizing economic possibilities, with a mean of 1.38 and a standard deviation of 0.49, indicates a deficiency in detecting situations that may be significantly enhanced by economic analysis. This indicates a lack of acknowledgment of economic opportunities. Although the scores for communication and cooperation are somewhat elevated (Mean: 1.57, Standard Deviation: 0.50 and 1.87, Standard Deviation: 0.76), suggesting a willingness to engage in discussions about economic issues, these interactions might be enhanced with a more robust economic foundation. Conversely, Blanchard et al. (2019) concluded that a stronger economic foundation would enhance the efficacy of these interactions.

Table 4.

Needs assessment of Sangguniang Kabataan in Talavera, Nueva Ecija in Terms of Economic Conditions

A	<i>Economic Conditions</i>	Mean	SD	Verbal Description
1	My ability to identify and analyze key economic indicators is regularly assessed.	1.43	0.50	Disagree
2	I am evaluated on my understanding of current economic trends and their potential impact on my area of responsibility.	1.49	0.50	Disagree
3	The effectiveness of my economic forecasting skills is assessed.	1.42	0.50	Disagree
4	My ability to develop strategies that mitigate potential economic risks is evaluated.	2.15	0.69	Moderately Agree
5	I am evaluated on my skill in identifying and capitalizing on economic opportunities.	1.38	0.49	Disagree
6	The effectiveness of my communication regarding economic issues to stakeholders is assessed.	1.57	0.50	Disagree
7	My ability to adapt my approach based on changing economic circumstances is assessed.	1.89	0.85	Moderately Agree
8	I am evaluated on my understanding of the economic impact of my decisions.	1.47	0.50	Disagree
9	My knowledge of relevant economic policies and their implications is assessed.	1.58	0.50	Disagree
10	My ability to collaborate with others to address economic challenges is evaluated.	1.87	0.76	Moderately Agree
Overall Weighted Mean		1.62	0.19	Disagree

The "Moderately Agree" scores for reacting to changing situations (mean: 1.89, standard deviation: 0.85) and using risk reducing strategies (mean: 2.15, standard deviation: 0.69) provide a more positive picture. These results show a fundamental ability to adapt strategies based on changing economic conditions and maybe reduce certain hazards. increased strategic adaptation and risk management, however, would be made possible by increased understanding about policies, trends, and economic indicators (Mankiw, 2020). In essence, this self-evaluation highlights the necessity of great progress in economic understanding and application. By actively engaging with materials such economic textbooks, online courses, and industry journals, one may lay a strong basis in economic ideas (McConnell et al., 2020). Moreover, actively participating in discussions on economic issues and looking for mentorship from colleagues with financial ability might provide major learning chances (Blanchard et al., 2019). Investing time and effort such as conducting different training and seminars in this aspect will help to promote a more complete and effective method of economic analysis and decision-making.

2. Industry Trends

The self-evaluation highlights the need of paying more attention to fully use their capabilities even if it demonstrates a solid grasp of industry advancements. The findings reveal a general knowledge and openness to change as well as great abilities in spotting fresh trends and evaluating their implications. Though there is space for improvement in capitalizing on trends for strategic superiority—that is, in spotting development possibilities, foreseeing disruptions, and translating trends into operational plans—a fundamental degree of integration into decision-making processes is clear-cut. Moreover, encouraging knowledge-sharing and collaborating with corporate partners might be really rewarding. As Porter (2019) emphasizes, competitive advantage relies on a thorough analysis of market dynamics and competing strategy. Advice from Christensen et al. (2020) is businesses should actively adapt with the quick pace of development. Kotler et al. (2021) stress the need of effective marketing planning for handling always shifting markets. Advocates of a continuous search of innovation and future-oriented thinking, Hamel and Prahalad (2022) Treacy and Wiersema (2023) stress how crucial a unique competitive advantage is to keep market leadership.

Table 5.
Needs assessment of Sangguniang Kabataan in Talavera, Nueva Ecija in Terms of Industry Trends

B.	Industry Trends	Mean	SD	Verbal Description
1	My ability to identify and stay up-to-date on emerging trends within my industry is regularly assessed.	1.98	0.82	Moderately Agree
2	I am evaluated on my understanding of the potential impact of industry trends on my role and responsibilities.	2.36	0.79	Moderately Agree
3	The effectiveness of my use of industry trends to inform decision-making is assessed.	2.00	0.85	Moderately Agree
4	My ability to leverage industry trends to identify new opportunities for growth and innovation is evaluated.	2.11	0.67	Moderately Agree
5	I am evaluated on my skill in proactively adapting my approach based on evolving industry trends.	2.15	0.86	Moderately Agree
6	The effectiveness of my communication regarding industry trends to stakeholders is assessed.	1.87	0.86	Moderately Agree
7	My ability to anticipate potential disruptions caused by industry trends is assessed.	1.91	0.88	Moderately Agree
8	I am evaluated on my skill in staying ahead of the curve by actively seeking out and analyzing industry trends.	2.17	0.83	Moderately Agree
9	The effectiveness of my knowledge of industry trends in fostering collaboration with industry partners is assessed.	2.09	0.77	Moderately Agree
10	My ability to translate industry trends into actionable strategies for my team or organization is assessed.	1.92	0.83	Moderately Agree
Overall Weighted Mean		2.06	0.27	Moderately Agree

This self-evaluation reveals that there is a strong basis for being aware about the trends that are occurring inside the firm; nevertheless, there are potential for improvement in the strategic application of these insights. By actively exploring and doing a complete study of industry trends, one may be able to increase their understanding of the opportunities for innovation, disruption mitigation, and strategic partnership that these trends present. Furthermore, emphasizing the need to transform trends into actionable plans and cultivating connections that make it easier to share information both contribute to the margin in the influence of industry knowledge on the overall decision-making process and the company's accomplishments for the reason that this can be used as the basis to improve the productivity of the manpower.

3. Technological Advancements

This self-assessment reveals a potential gap in keeping pace with the ever-evolving technological landscape. The "Disagree" scores across most areas (ranging from 1.62 to 1.94, standard deviations ranging from 0.62 to 0.71) suggest a limited understanding of the impact of technological advancements. While there is a somewhat higher score for identifying opportunities for efficiency and innovation (Mean: 1.94, Standard Deviation: 0.69), indicating a glimmer of potential, a more comprehensive grasp of technological trends is needed. Similarly, the "Disagree" scores for staying up-to-date (Mean: 1.70, Standard Deviation: 0.67), understanding impact on roles (Mean: 1.62, Standard Deviation: 0.69), and actively seeking out new technologies (Mean: 1.68, Standard Deviation: 0.67) suggest a need for proactive engagement with technological developments (Constantinides & Loury, 2019).

Table 5.
Needs assessment of Sangguniang Kabataan in Talavera, Nueva Ecija in Terms of Technological Advancements

C.	Technological Advancements	Mean	SD	Verbal Description
1	My ability to identify and stay up-to-date on emerging technological advancements is regularly assessed.	1.70	0.67	Disagree
2	I am evaluated on my understanding of the potential impact of technological advancements on my role and responsibilities.	1.62	0.69	Disagree
3	The effectiveness of my use of technology to improve my work performance is assessed.	1.74	0.68	Disagree
4	My ability to leverage technological advancements to identify new opportunities for efficiency and innovation is evaluated.	1.94	0.69	Moderately Agree
5	I am evaluated on my skill in adapting my approach to work tasks based on the adoption of new technologies.	1.81	0.71	Moderately Agree
6	The effectiveness of my communication regarding technological advancements to stakeholders is assessed.	1.74	0.68	Disagree
7	My ability to identify potential risks associated with the adoption of new technologies is assessed.	1.87	0.62	Moderately Agree
8	I am evaluated on my skill in staying ahead of the curve by actively seeking out and learning about new technologies.	1.68	0.67	Disagree
9	The effectiveness of my knowledge of technological advancements in fostering collaboration with colleagues is assessed.	1.64	0.71	Disagree
10	My ability to translate technological advancements into practical solutions for work-related problems is assessed.	1.70	0.67	Disagree
Overall Weighted Mean		1.74	0.39	Disagree

Furthermore, the "Disagree" scores for communication (Mean: 1.74, Standard Deviation: 0.68) and fostering collaboration (Mean: 1.64, Standard Deviation: 0.71) imply that knowledge gaps might hinder effective communication and collaboration regarding technological advancements (Weill & Woerlein, 2019). The "Moderately Agree" scores for adapting to new technologies (Mean: 1.81, Standard Deviation: 0.71) and identifying potential risks (Mean: 1.87, Standard Deviation: 0.62) offer a slightly more positive outlook. These scores suggest a willingness to adjust work styles and a basic awareness of potential risks associated with new technologies. However, a deeper understanding of technological advancements would allow for more strategic adaptation and risk mitigation strategies. In conclusion, this self-assessment highlights the need for significant improvement in staying informed and proficient with technological advancements. By actively seeking out resources such as technology news, online courses, and industry publications, a stronger foundation in emerging technologies can be established. Additionally, seeking mentorship from colleagues with technological expertise and engaging in discussions about new technologies can provide valuable learning opportunities (Constantinides & Loury, 2019). By dedicating time and effort to this development, a more proactive and effective approach to leveraging technology for improved work performance, innovation, and collaboration can be cultivated.

EVALUATION OF INTERNAL AND EXTERNAL FACTORS

Strengths	Weaknesses
<ul style="list-style-type: none"> • Ability to identify emerging issues based on data. • Skill in setting clear and long-term • Capacity to develop detailed plans with specific steps. • Strength in tracking progress towards goals. • Ability to consider long-term impacts of decisions. • Skill in incorporating stakeholder input during planning. • Strength in clearly conveying plans and goals to others. • Consistently high scores across all areas (mean 2.45 - 2.72) indicate a strong overall ability to make decisions. • Skilled at gathering and analyzing relevant information for informed decisions. • Well-rounded approach to problem-solving, including identifying core problems, considering options, and selecting the best solution. • Ability to clearly explain the reasoning behind decisions. • Strong ability to connect with diverse audiences and foster open communication in collaborative settings. • Adeptness at navigating interpersonal dynamics by building rapport and managing conflict constructively. 	<ul style="list-style-type: none"> • Needs improvement in proactively identifying potential risks. • Room for improvement in revising plans based on changing circumstances. • Could benefit from further development in considering long-term impacts of decisions. • Room for improvement in adjusting approaches based on changing circumstances. • Needs improvement in clarity, conciseness, and tailoring content for specific audiences. • Could benefit from providing more specific, constructive, and actionable feedback. • Room for improvement in reaching mutually agreeable solutions through negotiation. • Needs development in consciously adapting communication style to different audiences and situations.

Opportunities	Threats
<ul style="list-style-type: none"> • This will allow for a better understanding of economic indicators, trends, policies, and their impact on decision-making. Resources like textbooks, online courses, and industry publications can be utilized. • Learning from experienced professionals can provide valuable insights and practical application of economic concepts. • Engaging in discussions allows for learning from others' perspectives and staying updated on current economic developments. • The self-assessment identifies a good foundation for staying informed about industry trends. By further developing skills in areas like identifying growth opportunities, anticipating disruptions, and translating trends into actionable strategies, this awareness can be transformed into a competitive edge • Knowledge sharing and partnering with industry players can be further leveraged to gain deeper insights and accelerate innovation • A better grasp of technological advancements can lead to identifying opportunities for streamlining processes and developing innovative solutions • By effectively utilizing technology, work tasks can be completed more efficiently and with greater accuracy. • Understanding new technologies can facilitate communication and collaboration with colleagues regarding their application 	<ul style="list-style-type: none"> • This can hinder decision-making, as the economic impact of choices might not be fully considered. • Missing out on advantageous situations that could benefit from economic analysis. • Limited economic knowledge can make communication with colleagues and stakeholders less effective. • Without a strong economic foundation, adjusting to economic shifts might be reactive rather than proactive. • The potential for overlooking or underestimating economic risks due to a lack of understanding. • A lack of in-depth analysis of industry trends could lead to overlooking valuable opportunities for innovation and market expansion. • Without effectively anticipating potential disruptions caused by industry trends, the organization might be caught unprepared and struggle to adapt. • Relying on a basic level of understanding of industry trends could lead to less informed decisions and hinder overall organizational success. • Limited knowledge of technological advancements can hinder an organization's ability to compete effectively in the marketplace • Failing to identify opportunities presented by new technologies could lead to missed chances for expansion and market advantage • The inability to adapt work styles and approaches based on technological advancements can hinder productivity and overall success • Without a deep understanding of potential risks associated with new technologies, organizations might be more susceptible to security breaches or other negative consequences

SUSTAINABILITY PLAN

This analysis reveals a strong foundation for strategic decision-making, highlighting strengths in data analysis, long-term planning, and clear communication. However, areas for improvement exist, particularly in economic understanding, adaptability to changing circumstances, and tailoring communication for diverse audiences. To achieve sustainability in marketing, management, and economic aspects, a multi-pronged approach is recommended. Economically, enrolling in online courses or workshops can build a stronger foundation in economic principles and their impact on business choices. Regularly reviewing industry reports and integrating economic considerations into planning processes will further enhance financial stability. Marketing efforts can leverage existing strengths in collaboration and communication by conducting market research and developing targeted campaigns tailored to specific audience

segments. Data analytics can track campaign performance and ensure optimal results. Additionally, integrating sustainability practices into marketing messages can resonate with environmentally conscious consumers. Management practices can benefit from scenario planning to explore potential challenges and opportunities. Fostering open communication and encouraging feedback will help identify issues early on. Training programs can enhance employee adaptability, and a culture of continuous improvement can identify areas for process optimization. Beyond these specific strategies, developing a comprehensive sustainability framework that defines organizational goals and integrates them into all aspects of the business is crucial. Regularly engaging stakeholders and maintaining transparency through annual reports will solidify commitment to responsible practices. Overall, by addressing weaknesses and leveraging existing strengths, this plan can create a foundation for long-term economic viability, a strong brand reputation built on responsible marketing, and an adaptable organization capable of thriving in an ever-changing business landscape. This approach will ensure your organization not only survives but prospers in the years to come.

IV. Conclusion

This self-assessment process revealed a solid foundation for staying informed about industry trends and a strong overall ability to make strategic decisions. However, there is significant room for improvement in fully capitalizing on the potential of both industry trends and technological advancements. By actively seeking out and analyzing industry trends in a more in-depth manner, a deeper understanding of their potential for innovation, disruption mitigation, and strategic collaboration can be achieved. Additionally, focusing on translating trends into actionable strategies and fostering knowledge-sharing partnerships can further enhance the impact of industry awareness on overall decision-making and organizational success. Similarly, a more proactive approach to staying informed and proficient with technological advancements is essential. By actively seeking out resources and engaging in discussions about new technologies, a stronger foundation can be established. This will allow for improved work performance, the identification of opportunities for efficiency and innovation, and more effective communication and collaboration with colleagues. Overall, by addressing these areas for development, you can leverage your strengths in decision-making to achieve long-term sustainability in marketing, management, and economic aspects of your work.

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