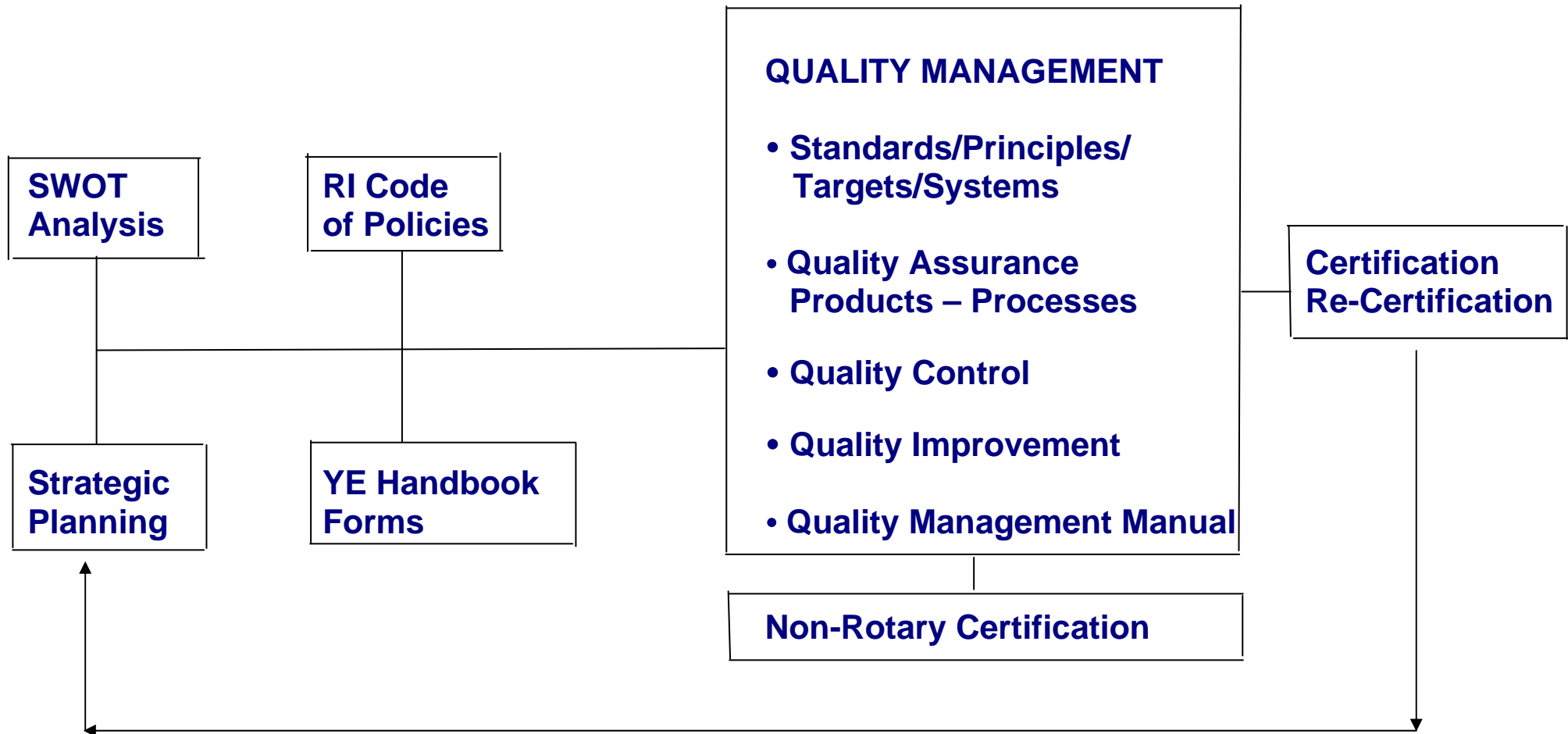




## Strategic Planning and Quality Management Process





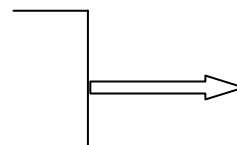
## SWOT Analysis

- **Strength**

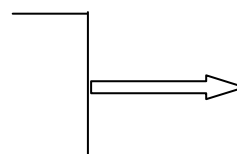
- **Weakness**

- **Opportunities**

- **Threats**



**Organisation**



**Market/Environs**

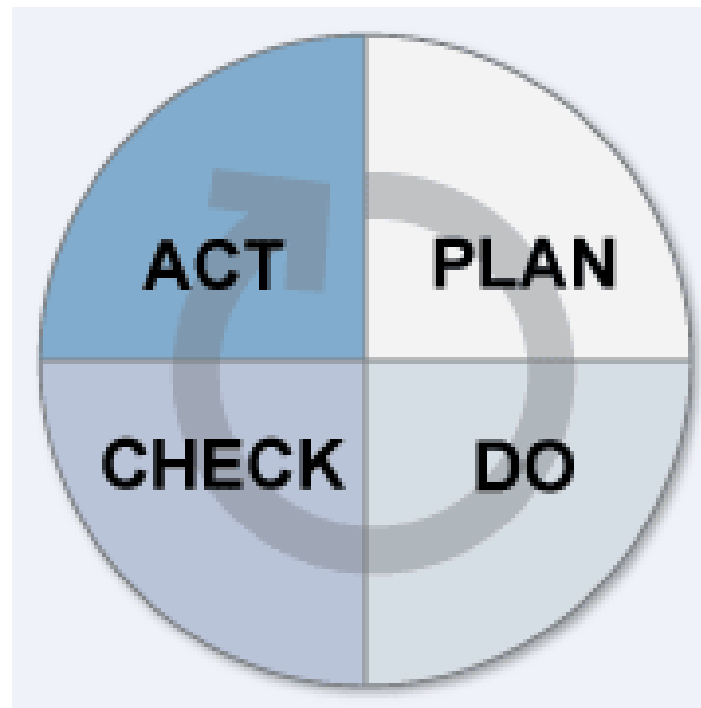


# Why Do a Strategic Plan?

- **Emphasizes long-term planning**
- **Creates a more dynamic organisation**
- **Provides tools for improvement**
- **Establishes vision for the future of Rotary's Program of Youth Exchange**
- **Failing to plan means planning to fail**



## Quality Management: Operating Principle





# Quality Management ...

**What the organisation does to manage its processes/activities so that its services meet the objectives it has set itself, such as:**

- **Satisfying its customers/target groups**
- **Complying with regulations**
- **Meeting Rotary's objectives/policies**



**”If we can facilitate *quality* exchanges,  
the *quantity* will follow!”**

**Dr. Dennis K. White**