# Developing an Identity for Your Program – Fall 2019

## Program Mission Statement

### Consider the placement of your graduates; your patient populations and the future directions as you write your mission statement. Mission statements are generally 2-3 sentences or bullet points.)

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## Who do you serve?

### As you prepare to complete your SWOT analysis, you need to think about the groups that you serve within the hospital and outside of the hospital.

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| Inside Your Organization | Outside Your Organization |
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| Strengths | Weaknesses | Opportunities | Threats |
| Internal factors IN your control | Internal factors IN your control | External factors NOT in your control | External factors NOT in your control |
| Think about:   * Program strengths * Institutional strengths | Think about:   * Program weaknesses * Institutional weaknesses | Think about:   * Current ongoing trends * Social and economic conditions | Think about:   * Negative aspects of the current market * Possible change in resident recruitment * Any new government regulations going to affect your program |
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