



## SWOT Analysis Executive Summary

### STRENGTHS

1. Training
2. Bench Strength/Labor Pool Availability
3. Organization

### WEAKNESSES

1. Jurisdictional/Work Rules
2. Self Interest/Entitlement
3. Market Erosion
4. No Long Term Strategic Business Focus
5. Workforce Erosion/Exclusion

### OPPORTUNITIES

*Are there market developments the union can take advantage of?*

1. Do what it takes to develop strategic partnerships and projects
2. Think & Act More Like a Strategic Business

*What are the vulnerabilities of the union's competitors?*

1. Inconsistent labor force
2. Lack of organization & standards

*What new markets should the union focus on?*

1. Residential and/or light commercial
2. Low voltage, voice, data, high tech market
3. Targeted arrangements & strategic partnerships

*What kinds of strategies and tactics should the union adopt to land more contracts?*

1. Don't just declare, demonstrate, the value add proposition
2. Focus on the customer, collaborate and run it like a business

### THREATS

*Are there market demands that negatively affect the union?*

1. Pricing is too high for the market
2. Non-union shops are attacking the market
3. Union practices are out of sync with the market
4. Not enough union electricians to go around-the market is turning elsewhere

*What obstacles face the union?*

1. Resisting change & not responding to the market

*What ideas do you have that can help the union overcome these obstacles?*

1. Focus on the customer and think like a strategic business

### CRITICAL FINDINGS

- *Leverage your training capabilities*
- *Replenish and grow your ranks*
- *Develop partnerships with strategic targets*
- *Don't just declare, demonstrate value*
- *Enhance the union image*
- *Think outside the box to become more competitive*