

Strategic Planning Meeting Review

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SWOT Analysis – What Is It?

SWOT ANALYSIS



SWOT Analysis

S = Strengths <Internal Origin>

W = Weaknesses <Internal Origin>

O = Opportunities <External Origin>


T = Threats <External Origin>

SWOT Analysis – Internal Origin Attributes

	<p align="center">Helpful to achieving the objective</p>	<p align="center">Harmful to achieving the objective</p>
<p align="center">Internal Origin (attributes of the organization)</p>	<p><u>Strengths</u></p> <ul style="list-style-type: none"> • Strong brand (long / successful history): CIBO • Able to tap into high level people and highly experienced technical resources • Professional network • “Cross-Industry” uniqueness • Premier technical expertise • Credibility among stakeholders • Provide objective solutions and information to various groups, people, and industries • Regulatory issues development, tracking, and involvement • Information dissemination via newsletters, meetings, conferences • Leadership (BoD, staff, chairs, advocates) 	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> • Relative small outreach/marketing budget • Retirements removing key contributors • Limited advocacy focus • Pending retirement of leader (Succession Plan?) • Narrow focus on “energy” as boiler • Not properly addressing reasons to belong for Associate Members • Not inclusive enough. Rely on chosen few for most things.



SWOT Analysis – External Origin Attributes

	<p align="center">Helpful to achieving the objective</p>	<p align="center">Harmful to achieving the objective</p>
<p align="center">External Origin (attributes of the environment in which the organization operates)</p>	<p><u>Opportunities</u></p> <ul style="list-style-type: none"> • Cost-effective outreach techniques • Expanding the market: <ul style="list-style-type: none"> • Internal combustion equipment owners/operators • Commercial owners/operators • Public stakeholders? • Expanding the scope <ul style="list-style-type: none"> • Energy/fuel optimization assessments • Water use/water resources • Boiler operator training • Benchmarking studies • Help industry know what is available in regards to efficiency improvements and safety • Industry has a young and less experienced workforce and we could help educate them in operations, regs, what to expect • Potential “fit” with another group 	<p><u>Threats</u></p> <ul style="list-style-type: none"> • Increased reliance on gas fired units (less complex operations and reduced environmental “footprint”). • Difficult economic conditions further eroding membership numbers • Companies merging/buy-outs occurring • Companies not wanting to spend money on conferences and memberships • Overlap with primary trades • Overlap with organizations perceived to have similar objectives (IECA) • No value or relevancy in a renewable fuels world • Generational mindset that leads to apathy (“millennial malaise”) or an unwillingness to put in extra effort <div align="right" data-bbox="1663 1214 2053 1390">  <p>The logo for the Council of Industrial Boiler Owners (CIBO) features the letters 'cibo' in a stylized green font. To the right of the text is a circular emblem containing a stylized orange and yellow flame or boiler component. Below the emblem, the full name 'Council of Industrial Boiler Owners' is written in a smaller green font.</p> </div>

Changes to CIBO's Vision and Mission Statements

CIBO's Vision Statement

CIBO is dedicated to ensuring that non-utility industrial, commercial and institutional energy producers can continue to provide safe, cost-effective and reliable energy to sustain a strong and globally competitive economy, **while promoting environmental stewardship.**

CIBO's Mission Statement

CIBO represents the interests of America's non-utility energy producers and users. It is the organization of choice for advocacy and accurate information. **CIBO seeks to achieve continuous improvement in delivering safe and cost-effective solutions for industrial energy, technology and environmental issues.**

CIBO activities are designed to:

1. Provide for the focused exchange of accurate technical information among organizational members, government and the public concerning policies, laws and regulations that impact industrial energy systems.
2. Provide forums for the continued education of organizational members, and the broader industrial energy community on advances in technology and "best operational practices" to improve the reliability, cost-effectiveness and environmental safe production and use of energy.



