

TRAINING MODULE

NAME OF MODULE	Analysis of the needs of the organization and local society.
DESCRIPTION OF MODULE	
<p>The module aims to bring about the general concept of the needs analysis of the organization and local society with the special focus on social economy organizations. It draws participants' attention to the aims and reasons for conducting needs analysis. The needs analysis is presented from two sides: internal and external from the organization. Several methods of needs analysis are proposed.</p> <p>IMPORTANT: The trainer should bear in mind that the trainees are supposed to be women who are at the stage of planning the establishment of (or other involvement in) the social enterprises and adjust the contents to their needs.</p>	
Contents	PLAN OF THE MODULE
	<ol style="list-style-type: none"> 1. Participants shall ask themselves questions: What is my current situation (job, aspirations, ideas and plans towards social economy)? Why do I need to do a needs analysis? <i>The trainer should give some examples and refer to the general aim of NGOs and social economy institutions that is to respond to the social needs – so to achieve this aim effectively you need to know peoples needs and problems.</i> 2. Meaning of an “analysis”, a “need” and a “needs analysis” described by the trainer. 3. The needs of whom shall we analyse? – There are internal (organization’s and its staff/volunteers needs and potential) and external (society’s and target groups’ needs and potential) needs analyses. 4. What problems may arise, if you resign from needs analysis? (the ideas may not be matched with the target group or even against it => the projects may not succeed; the reputation of the organization may be low, etc.) 5. Internal needs analysis: <ol style="list-style-type: none"> a) needs analysis of an organization - what the potential (material and intangible resources) of the organization is and what it needs for development: <ul style="list-style-type: none"> - driving force analysis: values (what is important for the organization and what are its fundamentals), resources (material resources, team, activities, knowledge and financial resources) and innovativeness (new approaches, solutions, risk taking and creativity) - SWOT analysis: identification of strengths, weaknesses, opportunities and

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	<p>threats and relations between them. How can this method help? When to do this analysis? What to pay attention to?</p> <p>b) needs analysis of the organization’s human resources – <i>only to be mentioned, because in the situation of the trainees who are just planning the establishment of social enterprises it is not a crucial issue.</i> It concerns function of motivation within the management activities. Examples of methods: self-evaluation questionnaires,</p> <p>6. External needs analysis:</p> <p>a) needs and resources analysis of the local society</p> <ul style="list-style-type: none"> - question: where to take the information about the local society from? <i>brainstorming,</i> - PEST analysis ('Political, Economic, Social and Technological analysis') – analysis of different factors of organization’s environment that influence it, - other analyses, eg. elaborated by Centrum Wspierania Aktywności Lokalnej (CAL) metod called ‘Mapa zasobów i potrzeb’, <p>b) needs analysis of the target groups (recipients of organization’s activities)</p> <ul style="list-style-type: none"> - desk research – state of art, often it is only the start to own organization’s research - qualitative and quantitative research (sampling, techniques). What is worth to be explained: How to construct a good questionnaire? How to conduct a good interview? What method/technique to choose? <p>7. Summary and conclusions – what skills and knowledge will be beneficial for the trainees in their particular situation? How do they plan to use the knowledge and skills?</p>	
	<p>- skills, knowledge</p>	<ul style="list-style-type: none"> - meaning of an “analysis”, a “need” and a “needs analysis” - internal and external analyses concept and examples of methods - driving force analysis - SWOT analysis - PEST analysis - desk research - techniques of the research, eg. survey, interview, observation, focus group
	<p>- working methods</p>	<p>Talk, visual presentation, case study, brainstorming, discussion</p>

	<p>helpful links</p> <p>http://analiza-swot.org/ SWOT analysis (PL)</p> <p>http://www.mindtools.com/pages/article/newTMC_05.htm SWOT analysis (EN)</p> <p>http://smallbusiness.chron.com/swot-analysis-nonprofit-organization-4407.html SWOT for NGOs (EN)</p> <p>http://en.wikipedia.org/wiki/PEST_analysis PEST analysis (EN)</p> <p>http://www.foresightobywatelski.pl/index.php?option=com_content&view=article&id=171&Itemid=87 PEST analysis (PL)</p> <p>http://managementstudyguide.com/desk-research.htm desk research (EN)</p> <p>http://research-methodology.net/research-methods/ research methods (EN)</p>
Additional activities	
EXTRA LINKS, BIBLIOGRAPHY	<p>- Pakiet Edukacyjny Pozaformalnej Akademii Jakości Projektu http://www.frse.org.pl/sites/frse.org.pl/files/publication/865/pajp-v-www.pdf (PL)</p> <p>- A. Lawrie, The complete guide to Business and strategic planning for Voluntary organizations, Directory of Social Change, 2001.</p> <p>- J.M. Bryson, Strategic planning for public and non-profit organizations, Business Journal, Londyn 2002, (access: http://docushare.usc.edu/docushare/dsweb/Get/Document-8775/).</p> <p>- Centrum Wspierania Aktywności Lokalnej http://www.cal.org.pl/ (PL)</p> <p>- The Community Tool Box http://ctb.ku.edu/en/assessing-community-needs-and-resources (EN)</p> <p>- publication on local environment diagnosis www.rownaczanse.pl/books/3412_Poradnik_do_diagnozy_RS_2010_OKG.pdf (PL)</p> <p>- Social enterprise in the local environment http://www.ekonomiaspoleczna.pl/x/445732 (PL)</p>
TIMING	3 hours