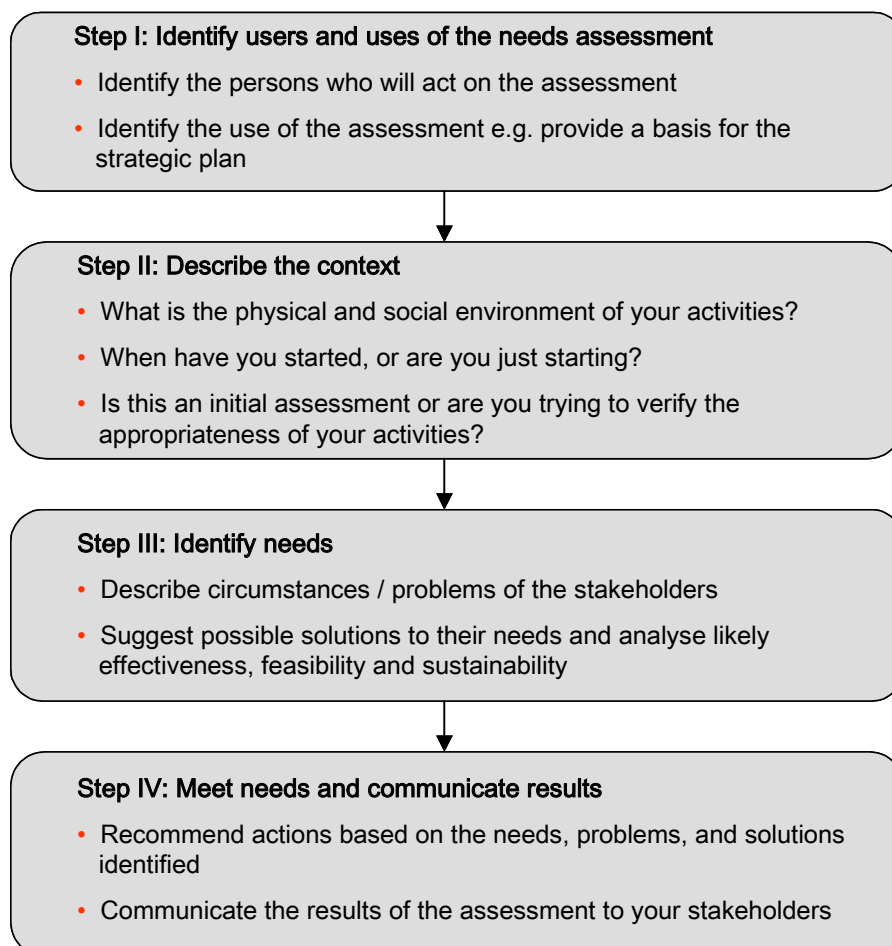


Annex 18: Situation analysis - how to do it

The following research tools are examples of how to do a situation analysis. The best will be to choose research tools which suit both your and your stakeholders' needs.

- **Door knocking** - probably the least formal and most likely method to engender community spirit about your company in the neighbourhood.
- **Interviews** - one-on-one interviews provide you with concentrated information about a particular topic, and the opportunity to probe further on specific points as needed.
- **Questionnaires** - these include 'in person', telephone or mail surveys. Random selection of respondents is key to obtaining objective survey results.
- **Needs assessment** - conducting a needs assessment with a small 'focus' group of stakeholders is a formal method to gain valuable information about stakeholder needs and expectations. Focus groups can either be internal or external. The following four steps are recommended in conducting a needs assessment:



- **Media monitoring** - this technique is used to gauge the company reputation. This includes analyzing positive, negative or neutral stories in the media, no. of mentions, length of stories, content and focus, etc. You can then interview selected journalists to gain more in-depth information.