**Write a Essay**

**Strategic Analysis Tools--- Go to Mindtools.com to choose the two Strategic Analysis tools**

To write about. Review the different types of analyses provided in the [Policy and Strategy Knowledge Base](https://drive.google.com/open?id=0B8SvP9q2Lt6tMjU3OWREUG1NTUU). To familiarize yourself with various strategic analysis tools, conduct additional research as needed and write a brief expository essay based on the following criteria in the

Here is the [Unit 3 Learning Activity grading rubric.](https://kapextmediassl-a.akamaihd.net/business/MT460/MT460_1801C/MT460_Unit3_LearningActivity_Grading_Rubric.pdf)

* onduct research to identify 2 strategic analysis tools used by managers and leaders to evaluate problems, opportunities, and challenges internal and external to an organization. You may choose to discuss qualitative or quantitative types of analysis tools.
* Explain the pro’s and con’s of each strategic analysis tool you identified.
* Explain how each strategic analysis tool is used by managers and leaders to solve problems, address challenges, or to capitalize on opportunities internal or external to an organization.
* Provide examples demonstrating how you can use both strategic analysis tools to problem solve, address challenges, make improvements, or to capitalize on opportunities from a Research & Development.
* Use a minimum of three peer-reviewed, scholarly research resources to substantiate your critical thinking, and to provide viable reasoning for your perspectives.
* Provide unique perspective using no more than one direct quote from research resources. Effectively synthesize research by paraphrasing.