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Internal	<b>S</b> STRENGTHS Peter is in-experienced, Peter learns fast. Kurt is experienced. Pia is strong on theory in the area covered by the project.	<b>W</b> WEAKNESSES Peter is inexperienced as a project manager. Pia is inexperienced as a project participant.	<b>Risk management</b> Peter gets help from a mentor, an older, experienced project manager who he can ask for advice. Peter gives Pia extra support during the first phases of the project.
External	<b>O</b> OPPORTUNITIES Pia has an extensive network of contacts at the university in the area covered by the project.	<b>T</b> THREATS That Kurt will be head-hunted by a competitor.	Peter talks to Kurt's departmental manager and arranges an addendum to Kurt's contract of employment that includes a bonus that will be paid when the project has been completed.

FIGURE 4.57  
SWOT analysis for Peter's project.