**Introduction**

SWOT refers to the critical components that analyze the strengths, weaknesses, opportunities and threats of an individual or an organization. The environmental scanning refers to the observation of internal, as well as, external environment for determining the possible opportunities and threats. In this regard, the further discussion will shed light on the analysis of long-term professional and financial objectives, as well as, determining appropriate strategies to attain the objectives. Moreover, the section also reflects the lights on the situation in which long term goals of an organization gets conflicted with the short term goal.

**Long-Term Objective**

SWOT analysis can prove to be helpful in analyzing the long-term professional objectives of an individual. With the help of SWOT analysis, an individual can carefully evaluate his/her key strengths and weaknesses, which will help in determining an individual's interests, potential and abilities, as well as, the scope for improvement and development (Wagner, 2015). The SWOT analysis helped in determining and discovering my strengths, which are high confidence, communication skills, and wide knowledge base; whereas, it helped me in knowing the improvement areas by determining my weaknesses. The weaknesses identified with the help of SWOT are public speaking skills, organization skills, and low concentration. The SWOT analysis helped me in setting my long-term professional objectives by reviewing my existing skills and evaluating the gaps in my skill sets that need to be improved or developed (Wagner, 2015). The opportunities such as knowledge expansion and skill enrichment, and the threat such as changing technology help the individual to formulate the long-term objectives with regard to skill development and knowledge expansion.

The long-term financial objectives of an organization can be determined by thorough examination of the internal strengths and weakness, as well as, careful scanning of the internal and external environment of the organization. The environmental scanning will help in retrieving, monitoring, analyzing and dispersing the information obtained from the internal and external environment (Schulz, 2002). The scanning will help us to determine the targets and objectives for financial performance after a careful analysis of the external and internal environment by monitoring the market position, economic conditions, industry environment, internal strengths, weaknesses, opportunities, and threats. These tools of analysis will help in determining the loopholes that influence the company's financial performance and affect financial results such as return on investment, growth in earnings and stock price (Schulz, 2002). The financial objectives should be framed by considering the SMART principle, that is, the objectives should be specific, measurable, achievable, realistic, and timely (Diem & Moyer, 2005).

When the short-term plans conflict with the long-term goals of the company, there arises a possibility of workplace conflict among the employees because of the lack of clarity in goal definition that hinders in its accomplishment. Furthermore, due to unclear goals and direction, there will be the non-involvement of employees that will negatively affect the execution of company's strategy and result in a reduction in operating margins and profits of the company (Success Factors, 2015).

**Skills needed to achieve long-term objectives**

With the help of SWOT analysis, objective assessment of an individual's strengths and weakness is possible. This analysis helps in discovering the unique potential and capabilities present in an individual that can be effectively utilized for the fulfillment of goals and objectives of the organization. The weakness will signify the weak areas in the current skill set and reasons for poor performance of an individual (Work Service, 2015). The long-term professional objectives are framed on the known weaknesses, and the necessary skills required for the fulfillment of these objectives are identified. With the help of SWOT, gaps in skill set such as appropriate communication skills and organization skills are identified. For dealing with the industrial change taking place in the form of continuous economic, social and technological development, a vital mix of academic, technical, intellectual and personal skills is required (Baharun et al., 2012). In order to adapt to the industrial change, continuous training should be attended with a specific focus on the development and enhancement of the weaknesses.

**Industrial Trends**

The tool of environmental scanning provides the information to the organization regarding the economic conditions, industry environment and changing trends in the market, as well as, the internal strengths. The changing trends in the industry demand a change and up-gradation in the capabilities of the company and skill set of the employees, and this can be facilitated by conducting an effective SWOT analysis (Olsen, 2010).

Change is inevitable when it relates to industry trends. Change is not a stand-along process for designing a business solution – nor is it a process improvement method. An industry trend is about managing change to realize business results that should be realistic, achievable and measurable. Truly effective strategies include motivating change, creating a vision, developing political support, managing the transition from old to new and sustaining momentum. All of these tasks require true leadership, proper communication and a cultivated organizational culture.

**Human Resources to Achieve Long-term Objectives**

The SWOT analysis tool helps in determining the individual’s capabilities and internal strength of the organization. The key abilities and weakness of the human resource of the organization is determined so that an effective talent management and performance management can be done, which results in the achievement of long-term financial and professional objectives (Jupiterimages Corporation, 2010). In order to develop human resource, skill enhancement and enrichment should be done for which there is the requirement of formal training. There will be a requirement of physical, financial, technological and human resources for the fulfillment of 5-year objectives (Olsen, 2010). The physical and financial resources should primarily contribute to the achievement of short-term plans; thereby, assuring successful attainment of the long-term objectives. The human resource in the form of trained personnel and talent pool will be helpful in the effective achievement of the long-term objectives (Jupiterimages Corporation, 2010).

The tools of SWOT analysis and environmental scanning help an organization to determine its priorities, assign resources and imbibe the employees with the organization’s mission and vision. These tools facilitate the organization in exploiting its potential, reduce its weaknesses and utilize the opportunities to its advantage so that effective business strategy can be developed and implemented (Penn, 2015). After the examination of the internal strengths and weakness, as well as, external opportunity and threats, a long-term plan defining the strategic objectives can be developed. For the fulfillment of organization’s long-term objective, short-term plan and goals are set to attain the target of performance, revenue, and sales by the organization. For the fulfillment of short-term goals, appropriate resources are to be organized and allocated, as well as, specific goals, deadlines and budget should be decided (Penn, 2015).

**Short-term Plan**

In order to deal with the obstacles faced in the attainment of long-term objectives, useful strategies can be adopted. The inability of goal achievement should be dealt by adopting effective performance management such that effective personal utilization of strengths can be done for the fulfillment of business objectives (Phillips & Gully, 2013). Furthermore, a focused business strategy should be adopted for the proper development of measurable short-term goals. There should be the adoption of change management strategy so that change is managed for the effective implementation of business strategy for attaining the long-term objectives. In addition to this, regular monitoring of work activities, so that integration between the action plan, short-term goals, and long-term strategic objectives is established (Hrebiniak, 2008).

Therefore, in order in order to accomplish or achieve a long-term objective, a short-term plan needs to execute. We can do this this by planning, monitoring, measuring, and executing changes that evolves until we find what works, and what does not work. The tool that I use is a Plan/Do/Check/Act (PDCA) that is used to monitor and assess the current situation and strategies/objectives to prepare for change. By using this tool, we can monitor on a monthly basis what is working, and if it is not working you continue the process until you find what works to be your overall objective. This helps with overall performance, educates employees, and improves their knowledge and skills, as well as develops a positive attitude towards your business objective that helps you deal with obstacles within a reasonable time frame.

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