

CONDUCTING A SWOT ANALYSIS



An organization's resources, capabilities and core competencies are critical in creating a future. Taking stock of the organizations strengths, weaknesses, opportunities, and threats by conducting a SWOT analysis is key to building understanding of how to move forward in the most strategically beneficial way.

STRENGTHS

There are often more opportunities than an organization can respond to. Knowledge of strengths will help the team keep focused and see new opportunities. Examples include:

- Advantages of proposition
- Capabilities
- Competitive advantages
- Resources, Assets, People, Experience, Knowledge, Data
- Financial reserves
- Location and geography
- Price, value, quality
- Accreditations, qualifications, certifications
- Processes, systems
- Cultural, behavioral
- Management and leadership
- Succession, bench strength
- Philosophy and values

WEAKNESSES

A candid assessment of weaknesses will inject a dose of reality into your planning. Examples include:

- Disadvantages of your proposition
- Gaps in capabilities

- Lack of competitive strengths
- Reputation, presence, & reach
- Financials
- Vulnerabilities
- Timescales, deadlines, & pressures
- Lack of cash flow
- Continuity, supply chain
- Distractions to core activities
- Reliability of data
- Morale, commitment, engagement
- Leadership
- Processes and systems
- Management succession

OPPORTUNITIES & THREATS

What are the major outside forces that will make a difference in whether or not you succeed? These typically include your customers, stakeholders, competitors, and strategic alliances, and the social, political, economic and technological forces that influence your business.

This phase can involve extensive data gathering from questionnaires, public focus groups, and interviews with key experts, and literature research.

Examples of Opportunities

- Market developments
- Competitors' vulnerabilities
- Industry of lifestyle trends
- Technology developments & innovation
- Global influences
- New markets, verticals, horizontals
- Niche target markets
- Geographical, export, import
- Tactics (e.g. major contracts)
- Business & product developments
- Information and research
- Partnerships, agencies, distribution
- Economies of scale
- Seasonal, weather influences

Examples of Threats

- Political effects
- Legislative effects
- Loss of funding / investors
- Environmental effects
- Competitor intentions
- Market threats
- Technology
- Contracts and partners
- Internal capabilities
- Economy

SWOT WORKSHEET

Date(s) Completed: _____

Team Members: _____

Target Completion Date: _____

STRENGTHS

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WEAKNESSES

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OPPORTUNITIES

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THREATS

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