

S.W.O.T. Template

SWOT stands for Strengths, Weaknesses, Opportunities and Threats. A SWOT analysis helps to determine how you prioritize your investment of people, finances and other resources. Strengths and weaknesses represent internal factors in your business while opportunities and threats reflect external factors.

STRENGTHS

Strengths are internal factors that positively influence or support your success. List your strengths below.

Here are some types of strengths to consider:

- | | |
|--|---|
| <ul style="list-style-type: none">♦ Advantages of value proposition♦ Capabilities♦ Competitive advantages♦ USP's (unique selling points)♦ Resources, Assets, People♦ Experience, knowledge, data♦ Financial resources♦ Marketing - reach, distribution, awareness | <ul style="list-style-type: none">♦ Innovative aspects♦ Location and geographical♦ Accreditations, qualifications, certifications♦ Processes, systems, IT, communications♦ Cultural, attitudinal, behavioural♦ Leadership support♦ Philosophy and values♦ Other stakeholders' support/investment |
|--|---|

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WEAKNESSES

Weaknesses are internal factors that negatively influence or detract from your success. List your weaknesses below.

Here are some types of weaknesses to consider:

- | | |
|--|--|
| <ul style="list-style-type: none">♦ Disadvantages of value proposition♦ Gaps in capabilities♦ Lack of competitive strength♦ Reputation, presence and reach♦ Financials♦ Own known vulnerabilities♦ Timescales, deadlines and pressures | <ul style="list-style-type: none">♦ Continuity, supply chain robustness♦ Effects on core activities♦ Reliability of data, plan predictability♦ Morale, commitment, leadership♦ Accreditations, etc♦ Processes and systems, etc♦ Management support, succession♦ Lack of focus, clarity of purpose |
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OPPORTUNITIES

Opportunities are external environment factors that that could support or accelerate your success. List potential opportunities below.

Here are some types of opportunities to consider:

- | | |
|---|---|
| <ul style="list-style-type: none">♦ Market developments♦ Competitors' vulnerabilities♦ Industry or lifestyle trends♦ Technology development and innovation♦ Global influences, demographics♦ New markets, vertical, horizontal♦ Niche target markets♦ Geographical, export, import | <ul style="list-style-type: none">♦ New USPs (unique selling propositions)♦ Tactics: e.g., surprise, low cost, first to market♦ Business and product development♦ Information and research♦ Partnerships, agencies, distribution♦ Volumes, production, economies♦ Seasonal, weather, fashion influences |
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THREATS

Threats are external environment factors that that could prevent or detract from your success. List potential threats below.

Here are some types of threats to consider:

- ♦ Political effects
- ♦ Legislative effects
- ♦ Environmental effects
- ♦ IT developments
- ♦ Competitor intentions
- ♦ Market demand
- ♦ Global influences, demographics

- ♦ Vital contracts and partners
- ♦ Obstacles faced
- ♦ Insurmountable weaknesses
- ♦ Loss of key staff
- ♦ Sustainable financial backing
- ♦ Economy - home, abroad
- ♦ Seasonality, weather effects
- ♦ New technologies, services, ideas

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INTERPLAY OF SWOT

List your top three or four strengths, weaknesses, opportunities and threats.

Look for alignments in the boxes of the matrix below.

	Opportunities 1. 2. 3. 4.	Threats 1. 2. 3. 4.
Strengths 1. 2. 3. 4.	INVEST	DEFEND
Weaknesses 1. 2. 3. 4.	DECIDE	DAMAGE CONTROL/DIVEST

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INTERPLAY OF SWOT (continued)

Consider the matrix on the previous page.

- Where do you see opportunities to invest by building on strengths?
- Do you have areas of strength that are coming under threat that you need to defend against?
- If you see opportunities in areas you are weak, will you decide to build a new strength or forego the opportunity?
- Can you do damage control in an area of weakness that is coming under threat? Or should you divest?