

Continuous Improvement Toolkit

SWOT ANALYSIS



SWOT ANALYSIS

A **strategic planning** tool for reviewing and assessing the position and health of an organization.

It allows the organization to look deeply within itself to understand the factors that influence its ability to achieve its goals.



SWOT ANALYSIS

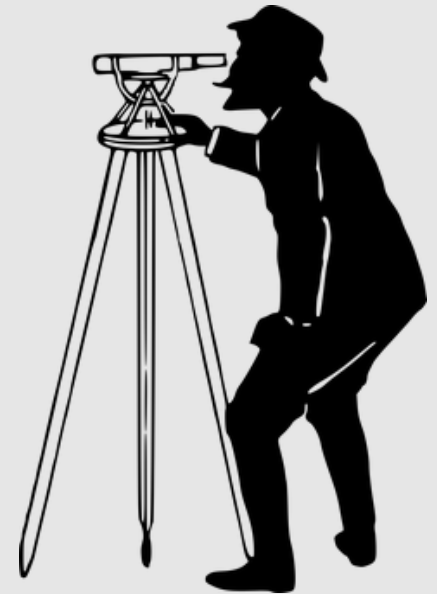
Can be Applied to . . .

An entire organization

A business unit, division or department

A project

In personal development and career progression



SWOT ANALYSIS

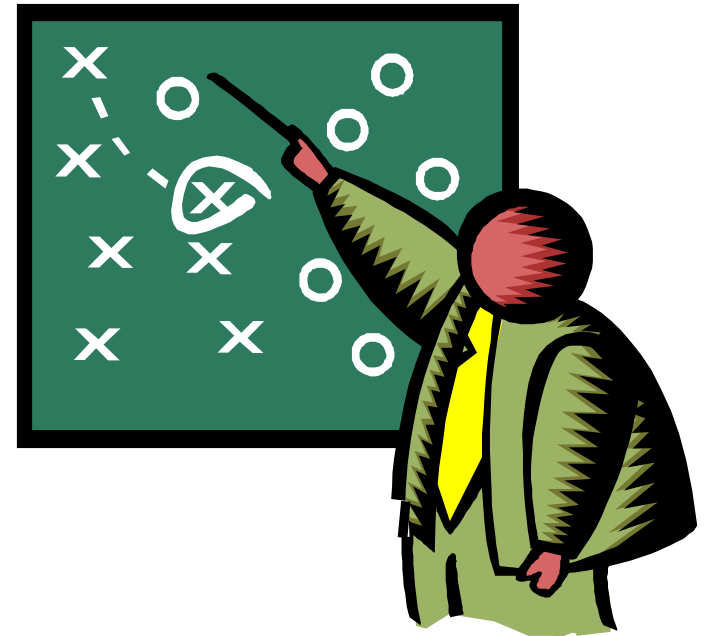
In order to execute a strategy within an organization, it is important to understand the factors influencing the business performance, and this is where SWOT analysis comes in.



SWOT ANALYSIS

It has become one of the most popular **strategic planning** tools, and often used before developing or updating the strategic plan.

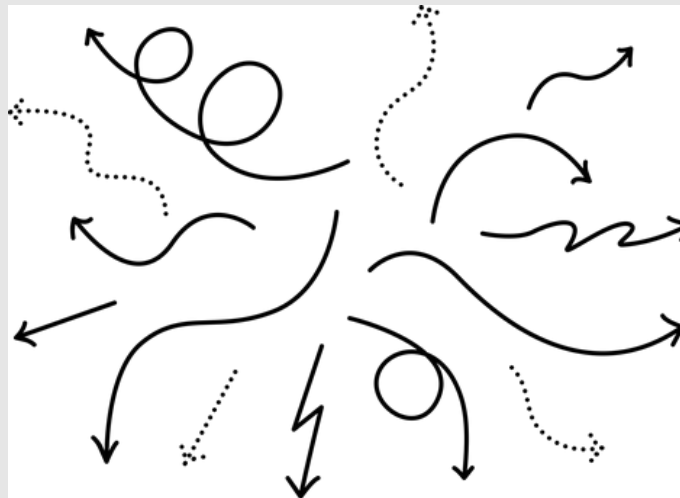
It allows to examine the gap between where an organization currently is, where it aims to be in the future, and where it currently stands within the industry and market.



SWOT ANALYSIS

It involves identifying the key **internal** and **external** factors that are helping or hindering reaching business goals.

Internal factors
are the strengths
and weaknesses
within the
organization



External factors
are the
opportunities and
threats presented
by the external
environment

SWOT ANALYSIS

Other Uses

Helps **evaluating strategic alternatives** like an investment opportunity or a potential partnership or acquisition.

Can be used in **project management** during the prioritization process of projects to see which projects are more likely to succeed or fail.



SWOT ANALYSIS

BENEFITS

Helps understanding where the company currently stands within the industry and market.



Helps evaluating current strategies and the direction of change.



Helps making more informed decisions and planning more successful strategies.



Encourages team participation and engagement.

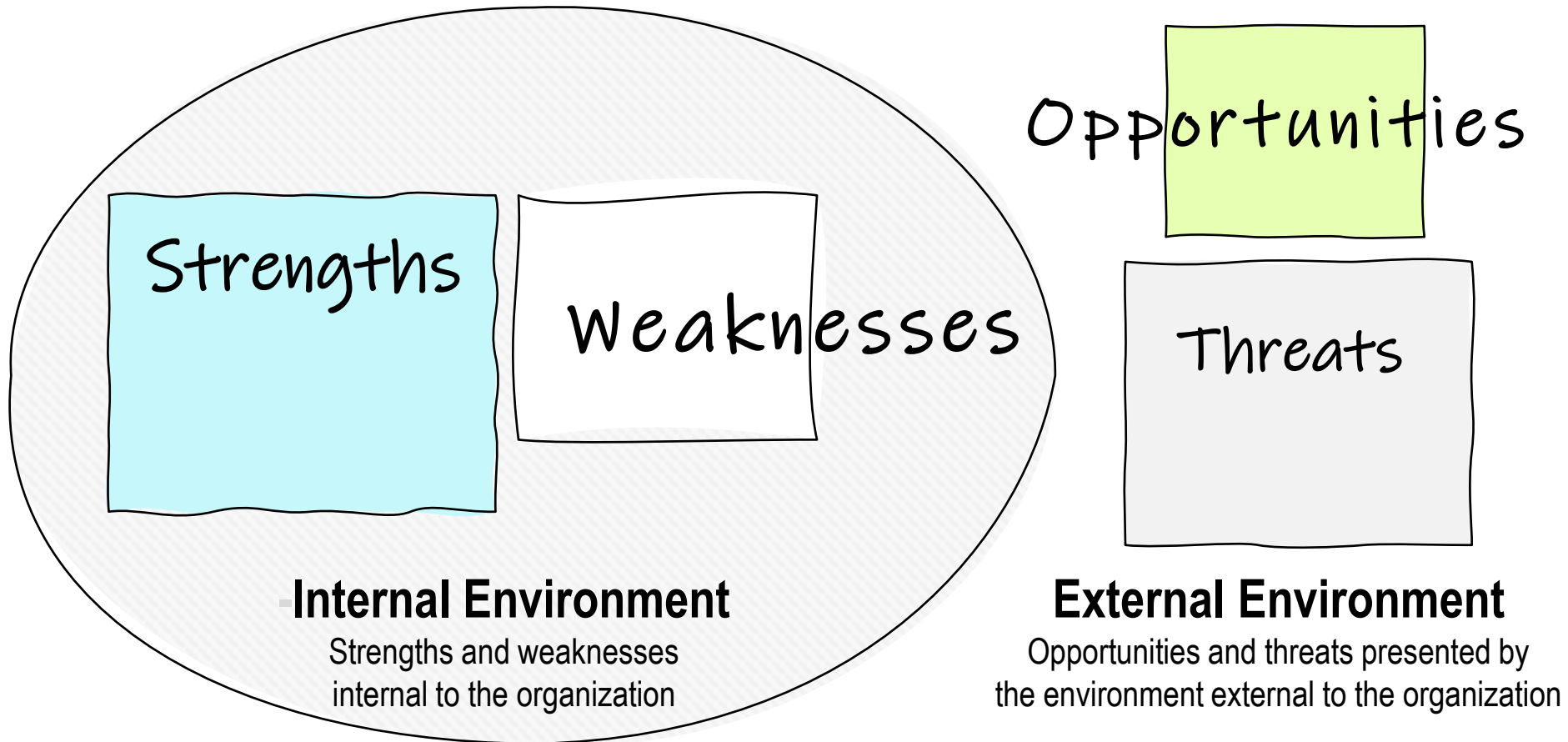


SWOT ANALYSIS

SWOT analysis helps identifying the strengths, weaknesses, opportunities, and threats related to a business venture.

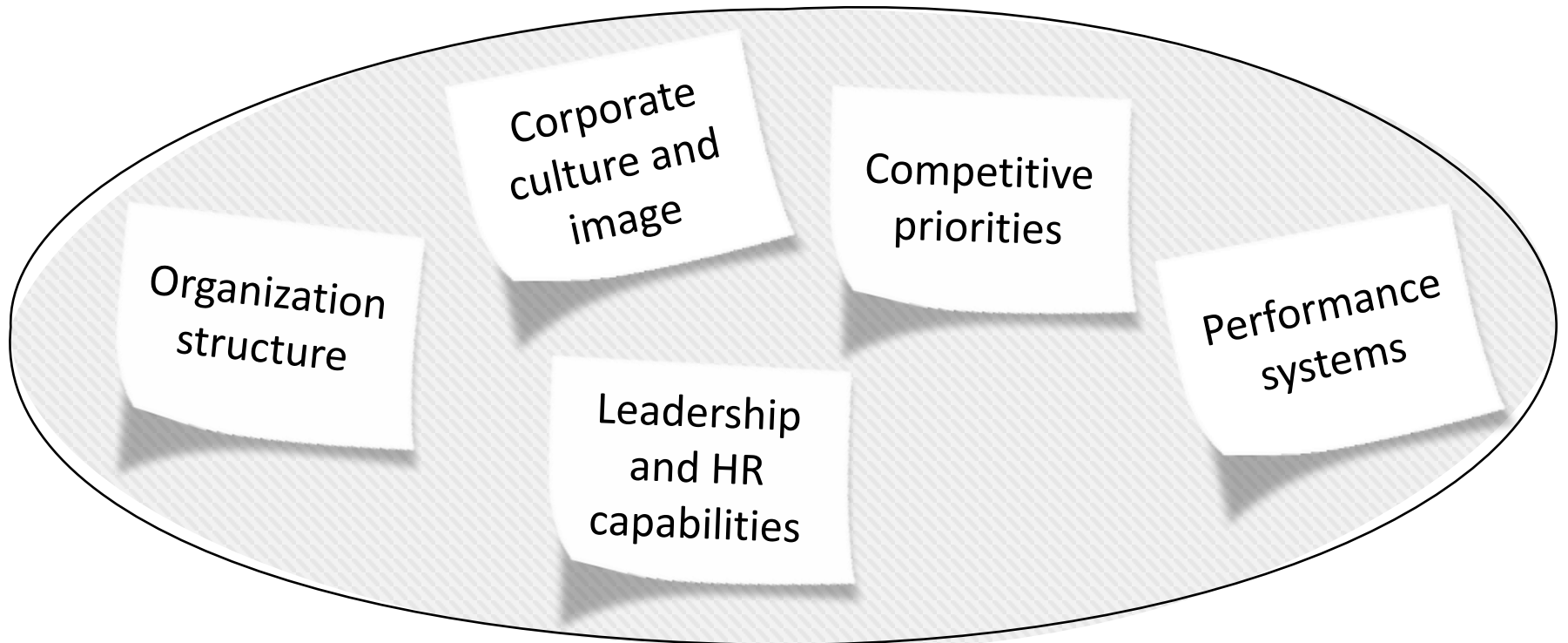


SWOT ANALYSIS



SWOT ANALYSIS

Internal Environment



SWOT ANALYSIS

External Environment



Market trends

Competitive position

Economic conditions

Legislations considerations

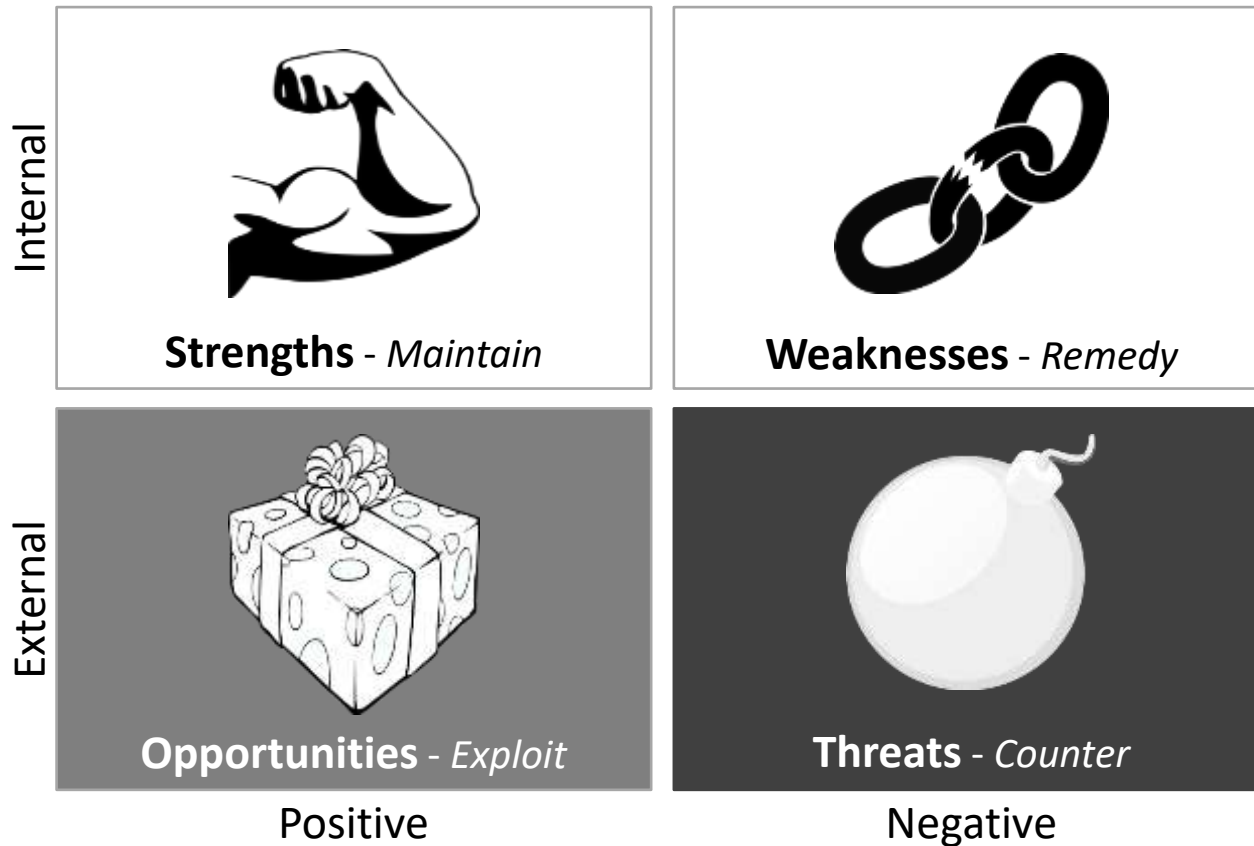
Political considerations

Technological considerations

Socio-cultural considerations

SWOT ANALYSIS

Results are often presented in the form of a **four-field matrix**.



SWOT ANALYSIS

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Internal

The internal positive characteristics that increase the overall performance and put the business at a competitive advantage.



The internal deficiencies which may decrease the overall performance and inhibit the business from achieving its goals.

External

The external factors and events that the business could exploit to its advantage in order to achieve its goals.



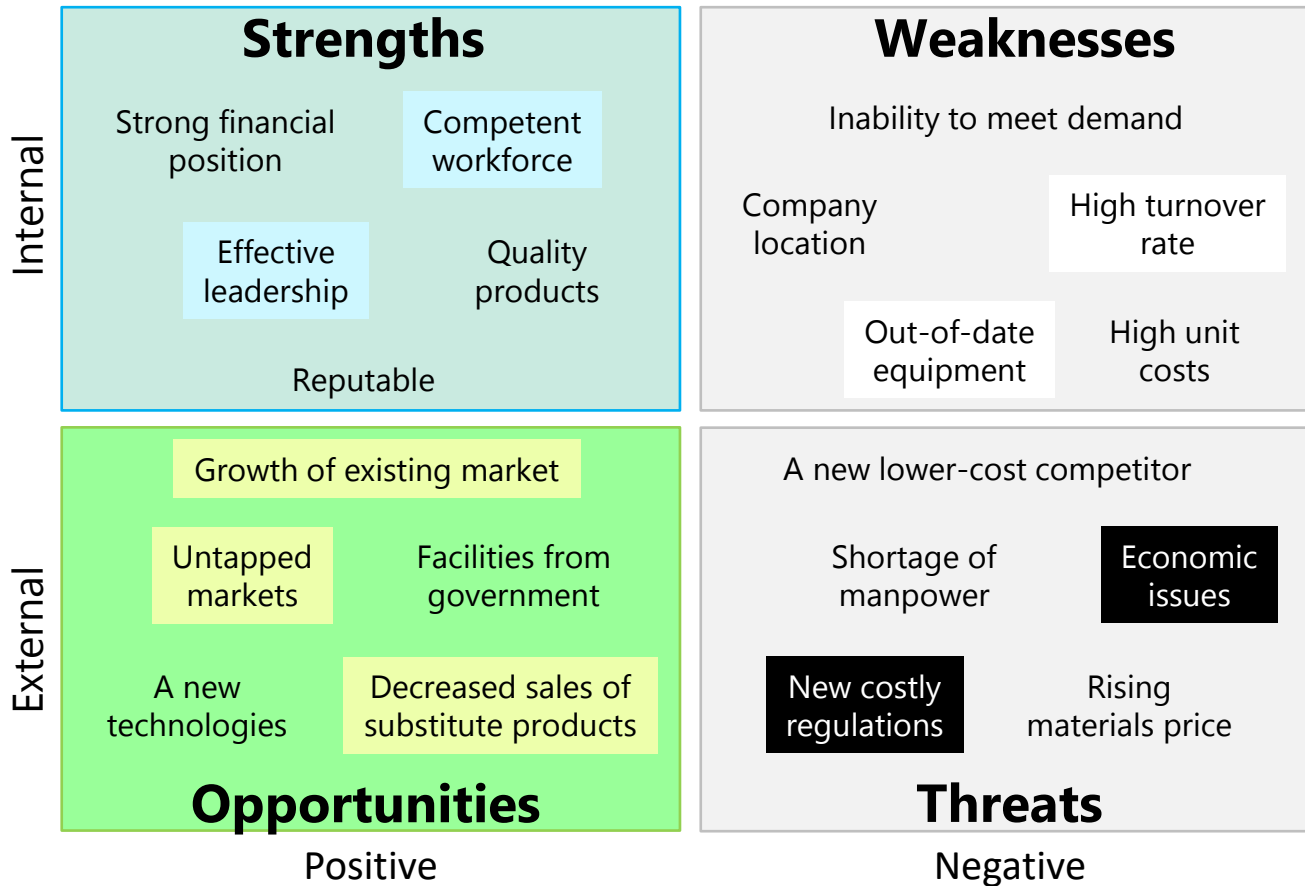
The unfavorable external factors and events that may interrupt the business from achieving its goals.

Positive

Negative

SWOT ANALYSIS

Example



SWOT ANALYSIS

How to Conduct a SWOT Analysis?

With your team, clearly explain the **purpose** for conducting the SWOT analysis and how you will do it

Ensure inviting representatives from finance, operation, marketing, and any other key players in your organization



SWOT ANALYSIS

How to Conduct a SWOT Analysis?

Hang out four large flipcharts, one for each of the four SWOT categories

Or use a whiteboard to draw a four-field matrix



SWOT ANALYSIS

How to Conduct a SWOT Analysis?

Brainstorm the strengths and weaknesses within your business, and the opportunities and threats present in your environment

Record inputs and ideas from the brainstorming session on the flipcharts



SWOT ANALYSIS

How to Conduct a SWOT Analysis?

Clarify content, group similar ideas, delete duplicates and ensure the appropriateness and completeness of the information

Discuss how to take advantage of the strengths and opportunities while trying to minimize weaknesses and avoid threats

<p>Strength</p> <p>Xxxx Xxx</p> <p> Xxx</p>	<p>Weaknesses</p> <p>Xxx Xxx</p> <p>Xxx</p>
<p>Opportunities</p> <p>Xxx Xxx</p> <p> Xxxx</p>	<p>Threats</p> <p>Xxx Xxx</p> <p> Xxxx</p>

SWOT ANALYSIS

How to Conduct a SWOT Analysis?

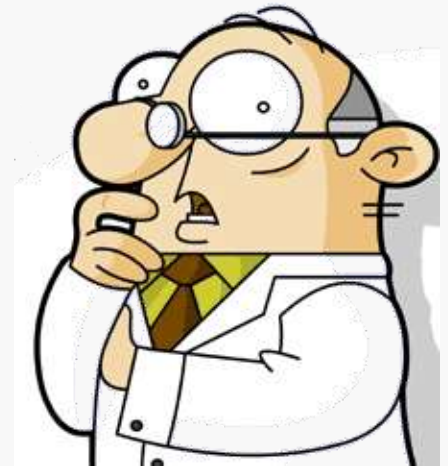
When analyzing a SWOT, it is useful to ask . . .

How can we maintain and leverage our strengths?

How can we improve our weaknesses?

How can we take advantage of external opportunities?

How can we protect ourselves against threats or reduce their effects?

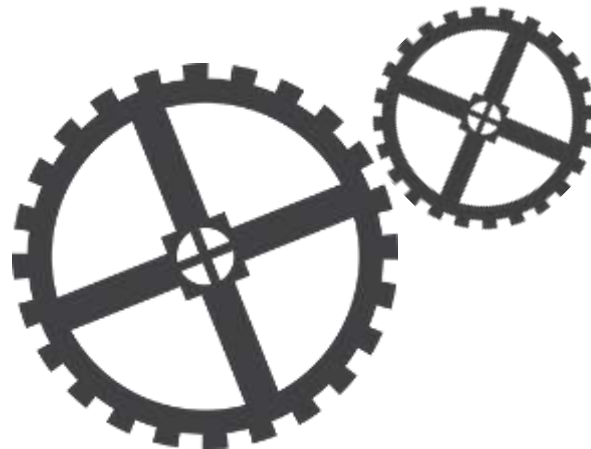


SWOT ANALYSIS

How to Conduct a SWOT Analysis?

Share and communicate the outcomes to relevant stakeholders

Take actions and assign responsibilities to maximize strengths and opportunities and minimize weaknesses and threats



SWOT ANALYSIS

Although SWOT analysis was originally made for businesses, it can be used to help you better understand many things about **yourself** and **your external environment**.



SWOT ANALYSIS

You can then apply **personal development** strategies to . . .

Turn weaknesses into strengths

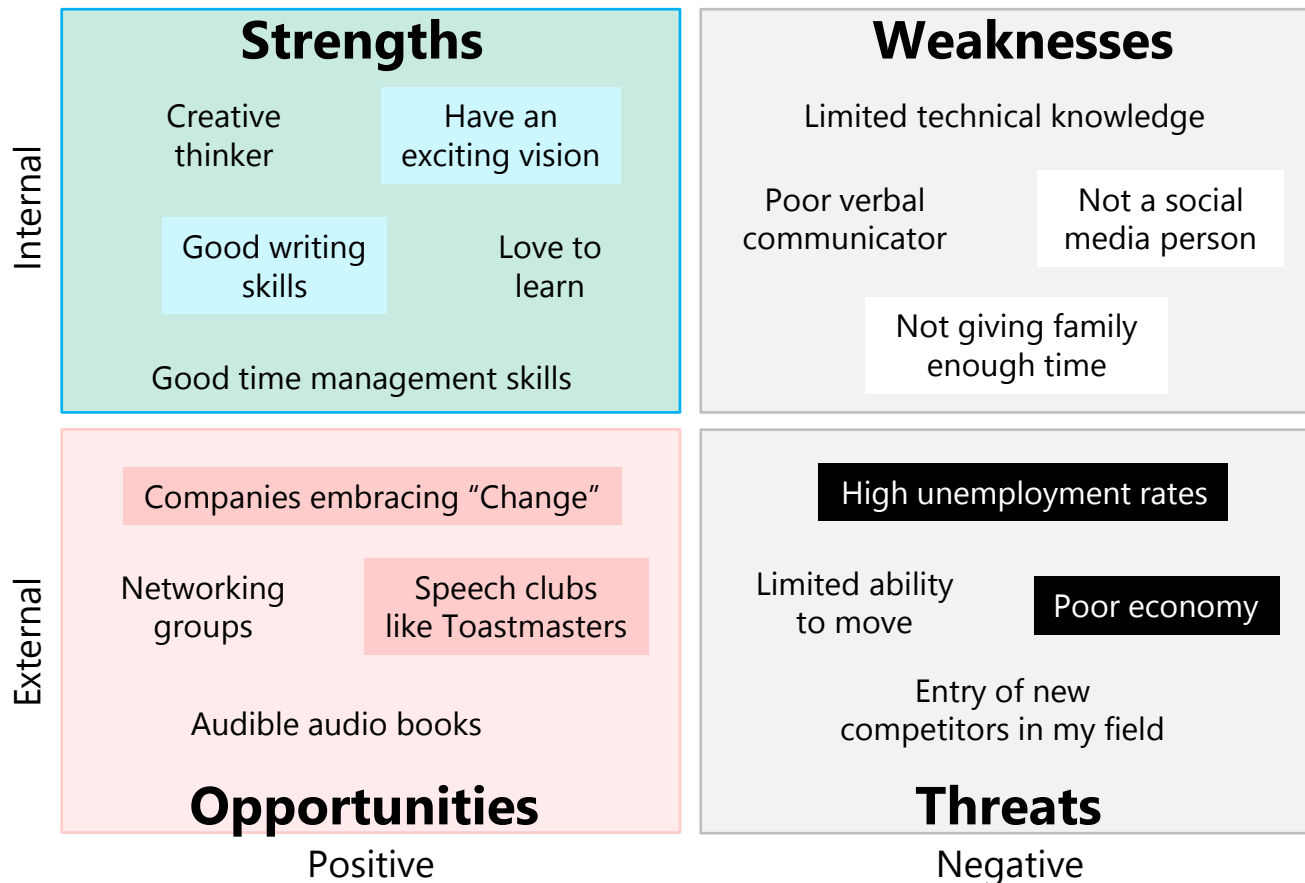
Take advantages of strengths and opportunities

Minimize or eliminate weaknesses and threats



SWOT ANALYSIS

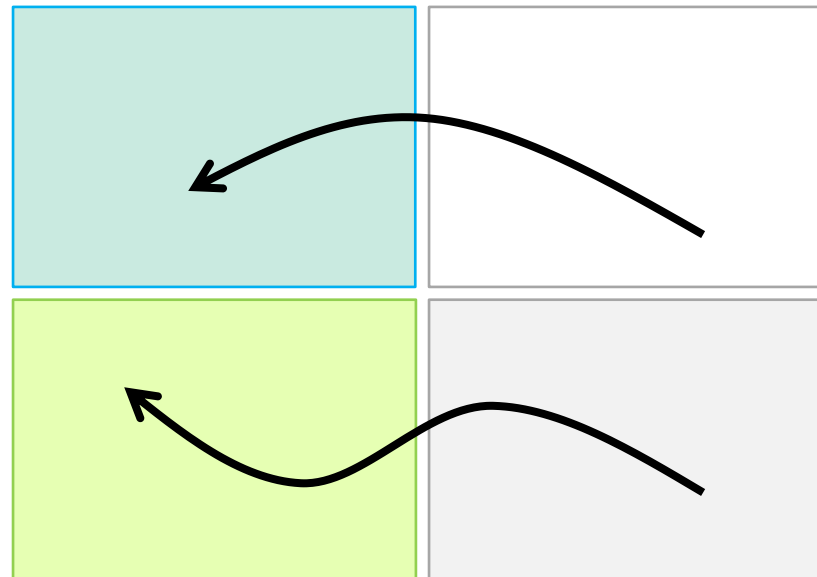
Example – Personal SWOT analysis



SWOT ANALYSIS

Further Information

One way of utilizing the SWOT analysis is to convert weaknesses into strengths and threats into opportunities.



SWOT ANALYSIS

Further Information

Be objective and self-critical when conducting a SWOT analysis

Never make excuses or get defensive

It is normal for any business or human being to have some weaknesses



SWOT ANALYSIS

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