



## **SWOT Analysis, A short introduction.**

### **What is it?**

You can use a SWOT analysis to identify and analyze the **S**trengths and **W**eaknesses of your organization, as well as the **O**pportunities and **T**hreats revealed by the information you have gathered on the external environment.

### **Who uses it?**

The team members, the managers.

### **Why use it?**

To develop a plan that takes into consideration many different internal and external factors, and maximizes the potential of the strengths and opportunities while minimizing the impact of the weaknesses and threats.

### **When to use it:**

While developing a plan, strategic plan or planning a solution to a problem, after you have analyzed the external environment (for example, the culture, economy, health, sources of funding, demographics, etc.).

### **How to use it?**

SWOT analysis provides a structure for analysing either your own strengths and weaknesses, and the opportunities and threats you face, or in a work context for analysing the strengths, weaknesses, opportunities and threats a business or event faces. Ideally it is one step in a process which helps you to

1. Appreciate the strengths of a situation, and you may then decide to build on these;
2. Define the weaknesses, which you might choose to minimise;
3. Make the most of the opportunities that present themselves, and
4. Recognise the possible threats and treat them in a planned and organised way.

SWOT analyses are not ends in themselves but a step before some action planning.

*You should start to define the mission and after that do the SWOT analysis regarding to your conclusion. (See Picture 1:4)*

SWOT analyses usually benefit from discussion, get other people's perspectives. In the beginning you gather a small group, normally between 4 to 10 persons. First all the persons conduct the

SWOT analysis by them self then the group gathers to have a discussion and to create a joint analysis, syndicate work.

*Remember to be realistic and focused on what really matters and are vital for this mission.*

In a SWOT analysis you want to note issues under the four headings. If you are new to the process the following questions may be helpful prompts to your thinking.

Strengths and Weaknesses are considered as *internal factors*, Opportunities and threats are considered as *external factors*.

**Strengths:**

What are your personal strengths?

What do you do well?

What do other people see as your strengths?

What does the organisation do well?

What is the good track record?

Where is the organisation strong?

**Weaknesses:**

What can be developed

What is working less optimally than you wish?

What is the competition doing better?

What could you improve?

What is being done badly?

What should you avoid doing?

**Opportunities:**

What might be possible?

Who might you want to work with?

What will happen in the near future?

What could be a win – win situation?

What financial/governmental/legislative changes can benefit you in the near future?

How may new technologies change your practices?

Where do you/your organisation want to be in the near future?

If there were no constraints what would you like to do?

**Threats:**

What are the barriers to your development?

What are “rival” organisations doing?

What sort of obstacles do you face?

Can you fund the short and long term?

Will new technologies/developments change your roles?

What change is coming?

Who else might move in a take over your tasks/job / business?

You can use this information to help you develop a strategy that uses the strengths and opportunities to reduce the weaknesses, and to achieve the objectives of your organisation/team regarding to your defined mission.

The following templates and examples are made as guidelines for your upcoming work. Some examples are made on other organisations and the idea by this is to explain and illustrate the SWOT analysis and its structure in a different environment/organisation.

There will also be a short example of a SWOT analysis in the beginning of the course.

If there are any questions regarding the SWOT analysis please do not hesitate to contact Mr Peter Holmström. SRSA Collage Revinge, Sweden

### SWOT Matrix 1:1

Strengths	Weaknesses
Opportunities	Threats

### SWOT Matrix 1:2

Internal & External Factors

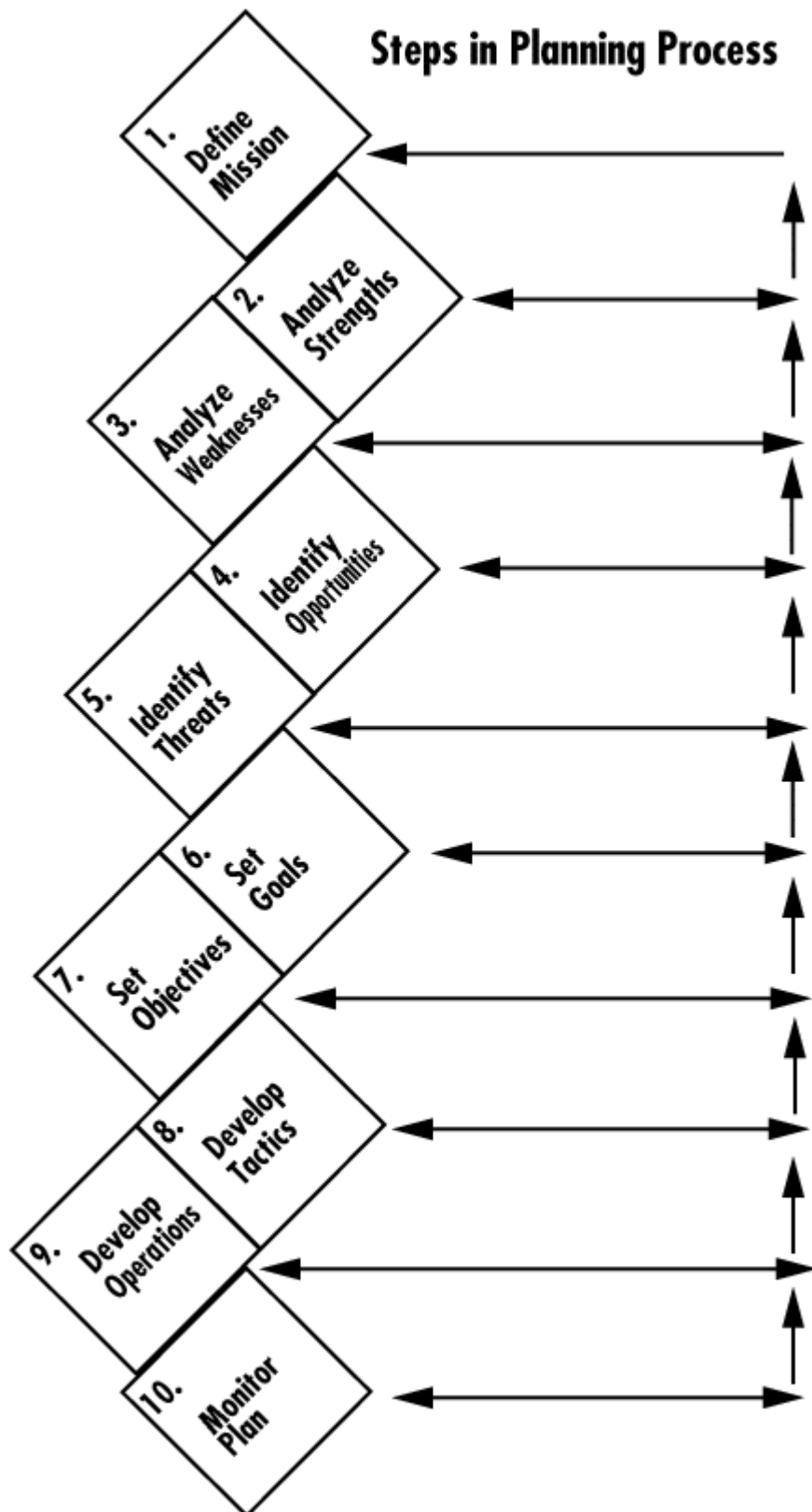
Internal Factors →	Strengths	Weaknesses
External Factors →	Opportunities	Threats

### SWOT Confrontation Matrix 1:3

When different factors intervene and/or affect each other

	Opportunities	Threats
Strengths	Offensive <i>Make the most of these</i>	Adjust <i>Restore Strength</i>
Weaknesses	Defensive <i>Watch others(“competition”) closely</i>	Survive <i>Turn around</i>

### Steps in Planning Process 1:4



SWOT Analysis Template 1:5  
With Criteria Examples

State what you are assessing here. Please note that these criteria examples relate to assessing a new business venture or proposition. Many listed criteria can apply to other quadrants, and the examples are not exhaustive.

**You should identify and use any other criteria that are appropriate to your situation.**

<b>Criteria examples:</b>	<b>Strengths:</b> Potentially positive <i>internal</i> factors	<b>Weaknesses:</b> Potentially negative <i>internal</i> factors	<b>Criteria examples:</b>
Advantages of proposition? Capabilities? Competitive advantages? USP's (unique selling points)? Resources, Assets, People? Experience, knowledge, data? Financial reserves, likely returns? Marketing - reach, distribution, awareness? Innovative aspects? Location and geographical? Price, value, quality? Accreditations, qualifications, certifications? Processes, systems, IT, communications?	<p style="text-align: center;"><i>(Put in different factors appropriate to your situation)</i></p>	<p style="text-align: center;"><i>(Put in different factors appropriate to your situation)</i></p>	Disadvantages of proposition? Gaps in capabilities? Lack of competitive strength? Reputation, presence and reach? Financials? Own known vulnerabilities? Timescales, deadlines and pressures? Cashflow, start-up cash-drain? Continuity, supply chain robustness? Effects on core activities, distraction? Reliability of data, plan predictability? Morale, commitment, leadership? Accreditations, etc? Processes and systems, etc?
<b>Criteria examples:</b>	<b>Opportunities:</b> Potentially positive <i>external</i> factors	<b>Threats:</b> Potentially negative <i>external</i> factors	<b>Criteria examples:</b>
Market developments? Competitors' vulnerabilities? Industry or lifestyle trends? Technology development and innovation? Global influences? New markets, vertical, horizontal? Niche target markets? Geographical, export, import? New USP's? Tactics: eg, surprise, major contracts? Information and research? Partnerships, agencies, distribution? Seasonal, weather,	<p style="text-align: center;"><i>(Put in different factors appropriate to your situation)</i></p>	<p style="text-align: center;"><i>(Put in different factors appropriate to your situation)</i></p>	Political effects? Legislative effects? Environmental effects? IT developments? Competitor intentions - various? Market demand? New technologies, services, ideas? Vital contracts and partners? Sustaining internal capabilities? Obstacles faced? Insurmountable weaknesses? Loss of key staff? Economy - home, abroad? Seasonality, weather effects?

### SWOT Analysis Template 1:6

Empty for you to fill in

**Strengths:**Potentially positive *internal* factors**Weaknesses:**Potentially negative *internal* factors**Opportunities:**Potentially positive *external* factors**Threats:**Potentially negative *external* factors