

SWOT ANALYSIS

PURPOSE | The SWOT analysis is a great tool to use in preparation for a strategic planning session. This exercise can be done as a brainstorming session with a small group. However, we find it very impactful for each individual to work independently to identify the organization's *Strengths, Weaknesses, Opportunities, and Threats*. Having individuals complete the exercise forces the participants to think deeply about where the organization stands in the market place. When the team comes together, you can then see how each other truly feels, rather than risk group-think.

HOW TO USE | Typically the *Strengths and Weaknesses* address the company based on internal factors. These can be anything from intellectual proprieties, products, service, employee knowledge, culture, cash position, or any other category that makes sense to the participants. *Opportunities and Threats* are typically seen from outside forces, market, competition, regulation, etc.

When you have your people work on this project, ask them to be specific when they identify the elements, for instance, in the strengths area, if they feel the culture is strong, get them to state what it is about the culture, happy, engaged workforce, or excellent compensation plan would be better than Culture. In the threats, rather than type Competition, get them to state what it is about the competition that is a threat, new products, lower costs, precisely what is a danger with the competition.

ENTER YOUR COMPANY NAME:

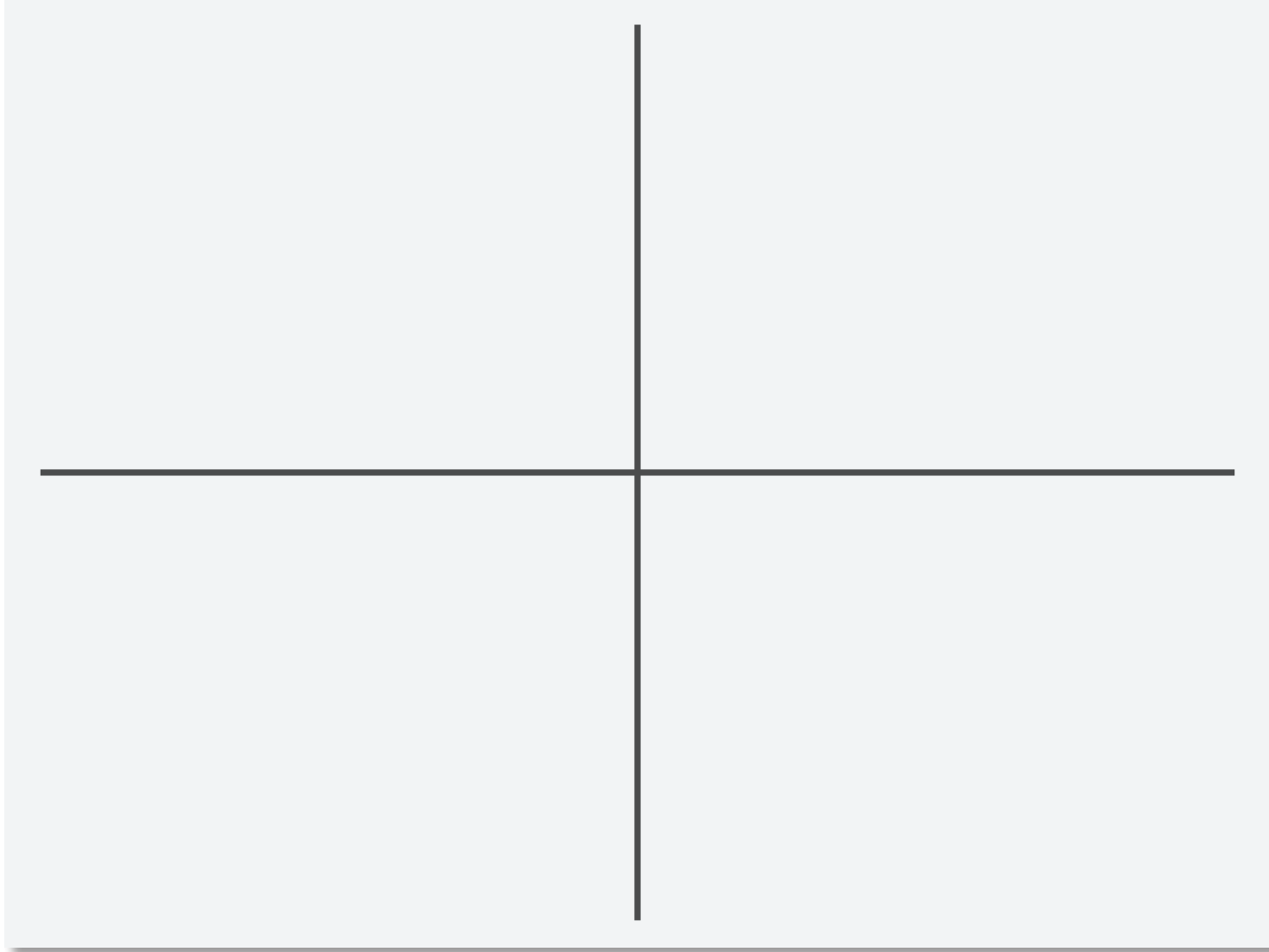
ENTER YOUR NAME:

CUSTOMIZE BY ADDING YOUR LOGO:

SWOT ANALYSIS

STRENGTHS

OPPORTUNITIES



WEAKNESSES

THREATS