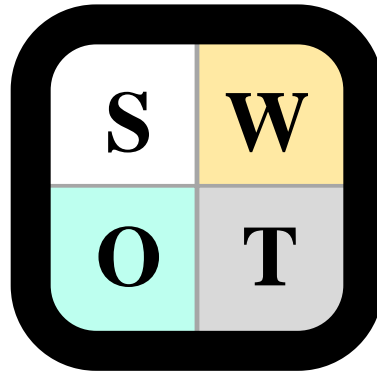
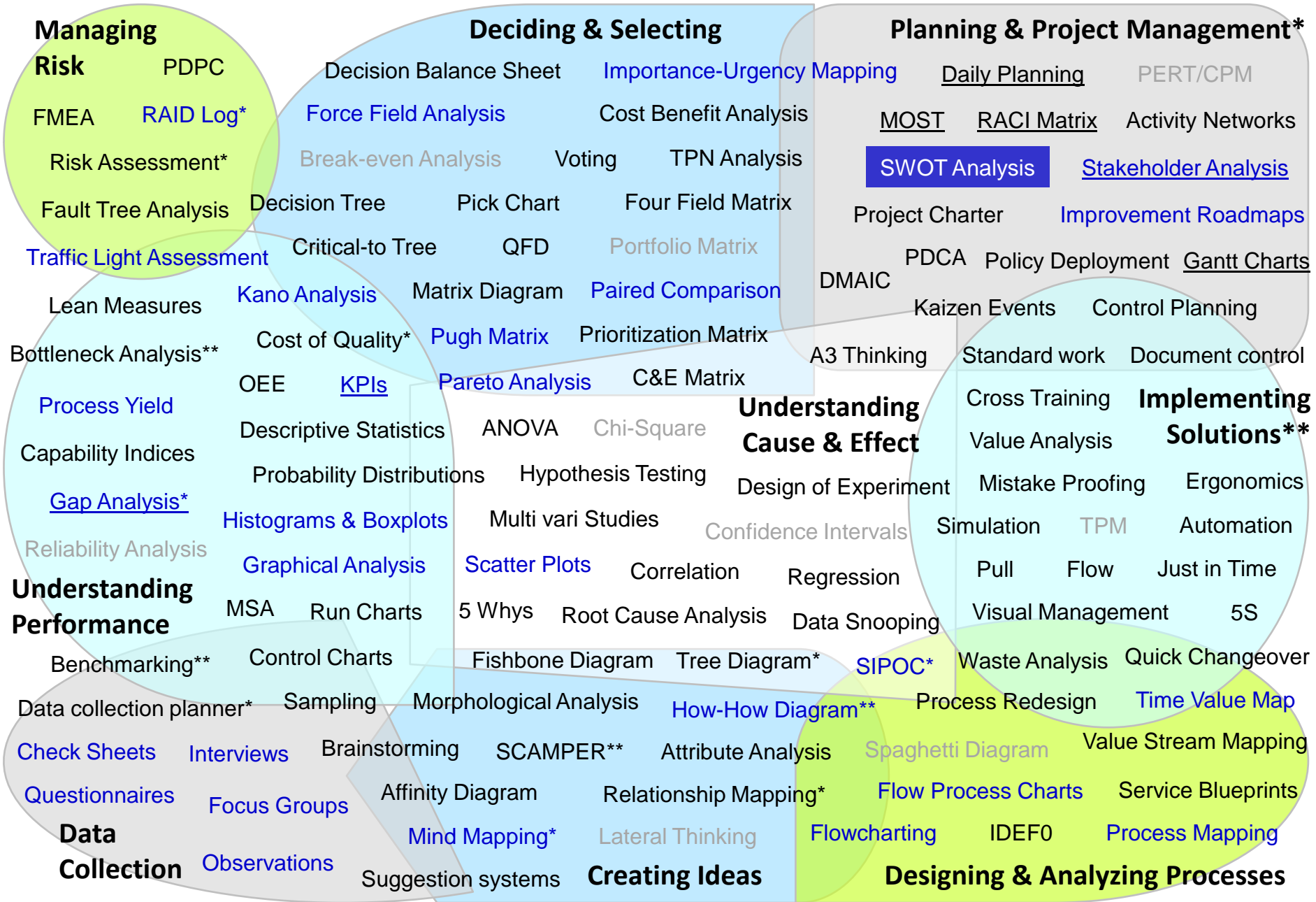


Continuous Improvement Toolkit

SWOT Analysis

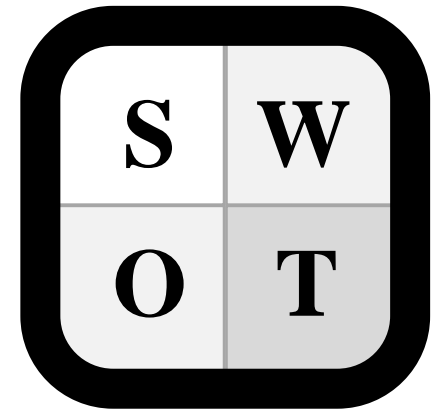


The Continuous Improvement Map



- SWOT Analysis

- ❑ A simple and structured planning tool.
- ❑ A scan of the internal and external factors.
- ❑ Evaluates:
 - Strengths.
 - Weaknesses.
 - Opportunities.
 - Threats.
- ❑ Provides the knowledge needed to understand the current situation in order to make more effective decisions.



- SWOT Analysis

Can be Applied to:

- ❑ An entire organization.
- ❑ An individual department or a business unit.
- ❑ A project.
- ❑ In personal development and career progression.



- SWOT Analysis

When it is Used?

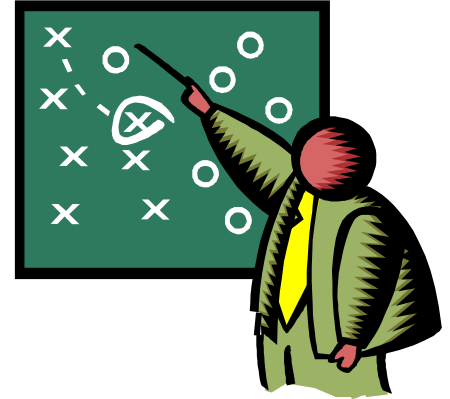
- ❑ When reviewing the position and health of an organization.
 - Allows to examine the gap between where we are now and where we need to be.
- ❑ As a basis to evaluate the performance over time.



- SWOT Analysis

Other Uses:

- ❑ To assess a strategic option:
 - Investment opportunity.
 - A potential partnership.
 - Etc.
- ❑ Prior the development of a new strategic plan.
- ❑ Prior launching a new product
- ❑ In preventive crisis management.
- ❑ During the prioritization process of projects.



- SWOT Analysis

Benefits:

- ❑ Encourages strategic thinking.
- ❑ Reveals the direction of change.
- ❑ It's simplicity encourages the participation without prior knowledge of the technique.



- SWOT Analysis

It Allows to Answer:

- ❑ How can we maintain and emphasize our **strengths**?
- ❑ How can we compensate our **weaknesses**?
- ❑ How can we exploit **opportunities**?
- ❑ How can we anticipate future **threats** and protect ourselves against them or reduce their effects?



- SWOT Analysis

- ❑ Involves identifying the **key internal and external factors** that are helping or hindering reaching your goals.
- ❑ **Internal Factors:** strengths and weaknesses internal to the organization:
 - Corporate culture and image.
 - Leadership and human resource capabilities.
 - Competitive priorities.
 - Organization structure.
 - Performance systems.



- SWOT Analysis

- ❑ **External Factors** are the opportunities and threats presented by the environment external to the organization:
 - Market trends.
 - Competitive position.
 - Economic conditions.
 - Legislations considerations
 - Political considerations
 - Technological considerations
 - Socio-cultural considerations.



- SWOT Analysis

- ❑ **Strengths** – The internal capabilities that put the business or project at a competitive advantage.
- ❑ **Weaknesses** – Internal deficiencies that may inhibit or limit achieving the goals.
- ❑ **Opportunities** – The events and elements that the business or project could exploit to its advantage.
- ❑ **Threats** – The unfavorable events and barriers that may have a negative effect on an organization or project.

STRENGTHS



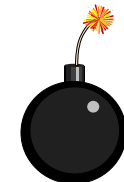
WEAKNESSES



OPPORTUNITIES

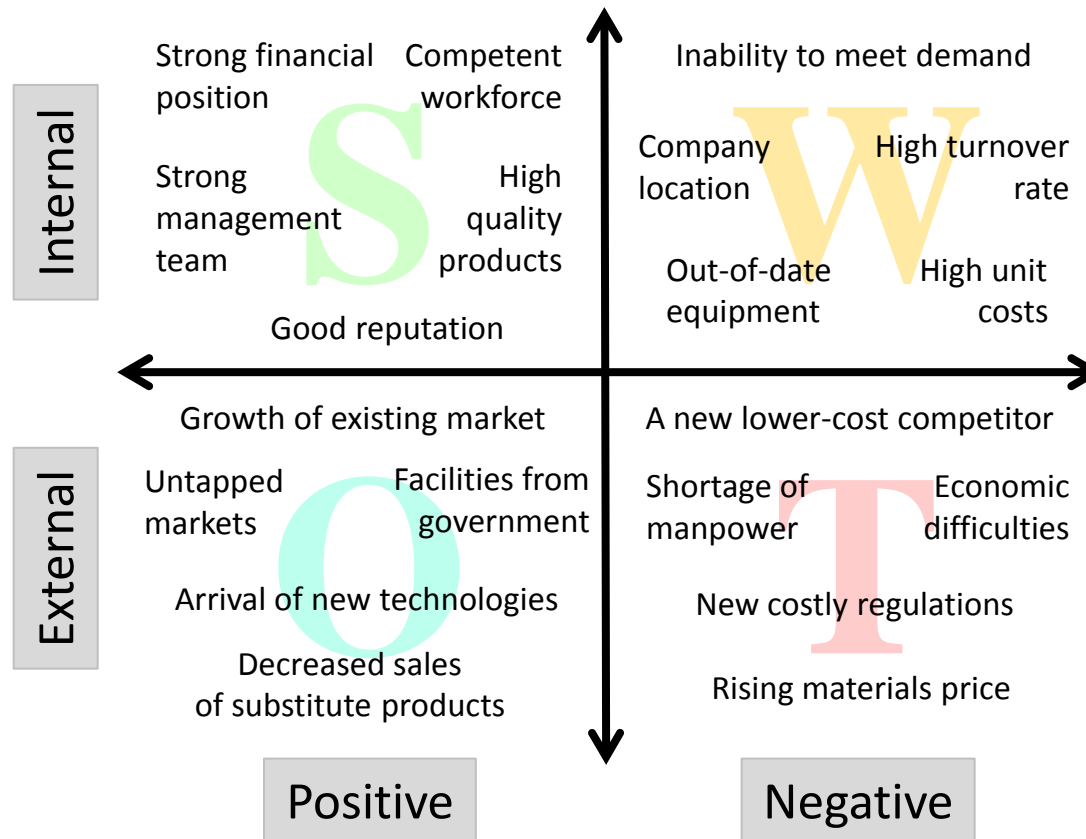


THREATS



- SWOT Analysis

Example:

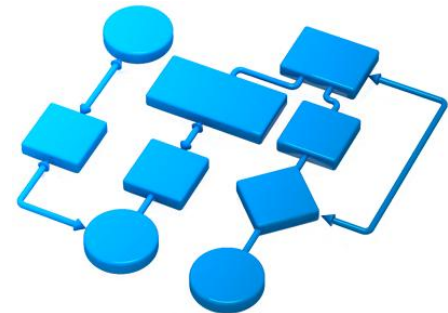


Results are often presented in the form of a matrix

- SWOT Analysis

How to Conduct a SWOT Analysis:

- ❑ With your team, clearly explain why it is important to conduct the analysis and how you will do it.
- ❑ Hang out four large flipcharts, one to each category.
- ❑ Use brainstorming to log inputs under each category.
- ❑ Take time to ensure the appropriateness and completeness of the recorded information.
- ❑ Once the SWOT analysis is complete, prioritize the findings then record the inputs in the form of a matrix.
- ❑ Present the SWOT matrix to key decision makers.
- ❑ Develop an action plan to address each of the four categories.



- SWOT Analysis

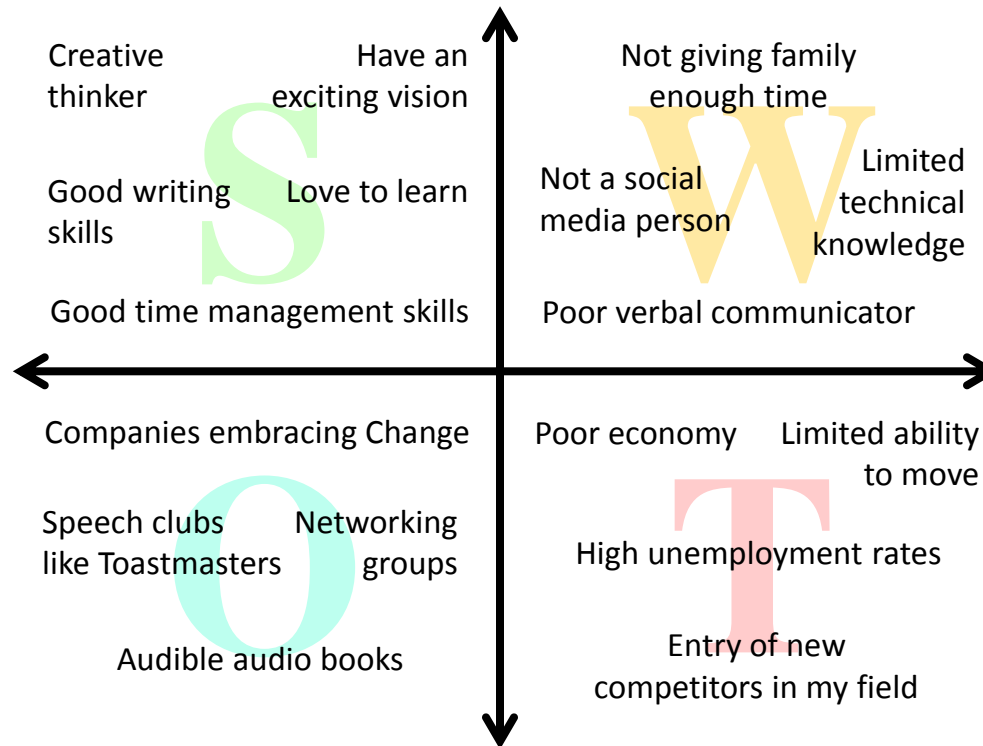
Personal SWOT Analysis:

- ❑ The SWOT analysis can be used to identify and assess a person's strengths, weaknesses, opportunities and threats.
- ❑ The analysis can help you to better understand many things about yourself.
- ❑ **You can then apply personal strategies to:**
 - Turn weaknesses into strength
 - Take advantages of strengths and opportunities.
 - Minimize or eliminate weaknesses and threats.



- SWOT Analysis

Example – A SWOT analysis to identify and assess a person's characteristics and capabilities:



- SWOT Analysis

Further Information:

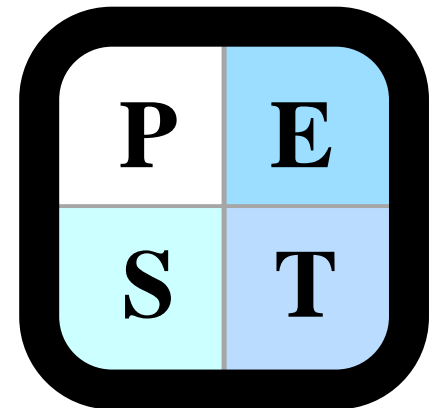
- ❑ One way of utilizing the SWOT analysis is to convert weaknesses into strengths and threats into opportunities.
- ❑ Be objective and self-critical when conducting a SWOT analysis and never make excuses or get defensive.
 - It is normal for any business or human being to have some weaknesses.
- ❑ You may need to separate the group into smaller teams to allow individuals to speak up and contribute.



- SWOT Analysis

Further Information:

- ❑ **PEST Analysis** often linked to and even used with SWOT.
- ❑ A strategic planning tool used to analyze the impact that the **political, economical, social, and technological** factors.
- ❑ It helps to spot the different external factors (beyond your control).
- ❑ It is often used when conducting a strategic analysis or doing a market research.
- ❑ Information derived from the PEST analysis can identify opportunities and threats in the SWOT analysis.



- SWOT Analysis

Further Information:

❑ Benefits of PEST Analysis :

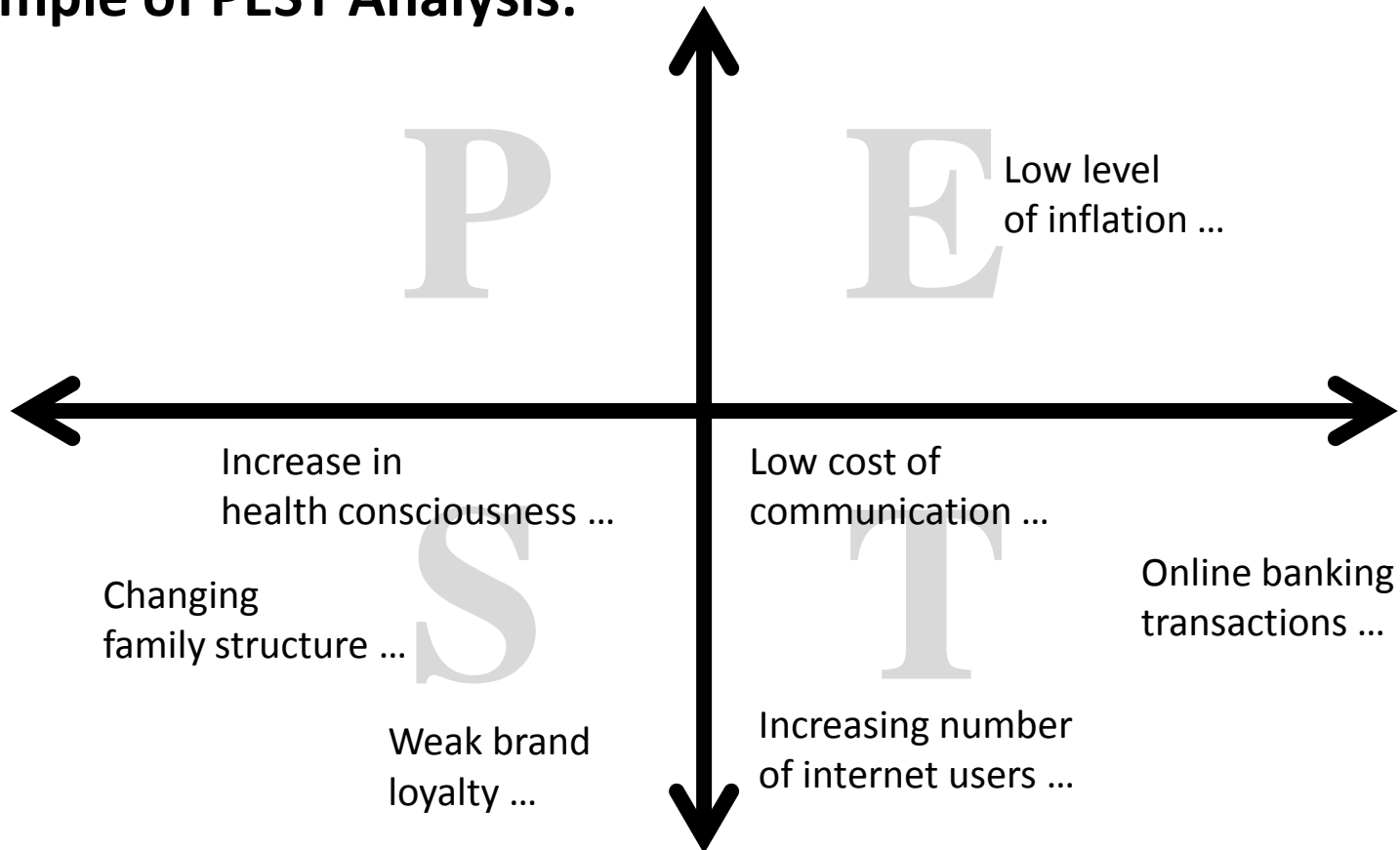
- Provides an understanding of the wider business environment.
- Reveals the direction of change within the business environment.
- Encourages the development of strategic thinking.
- Raises awareness of threats to your business or project.
- Helps avoid starting projects that are likely to fail for reasons beyond your control.
- Helps an organization to anticipate future difficulties and take action to avoid or reduce their effect.
- Helps an organization to spot opportunities and exploit them.



- SWOT Analysis

Further Information:

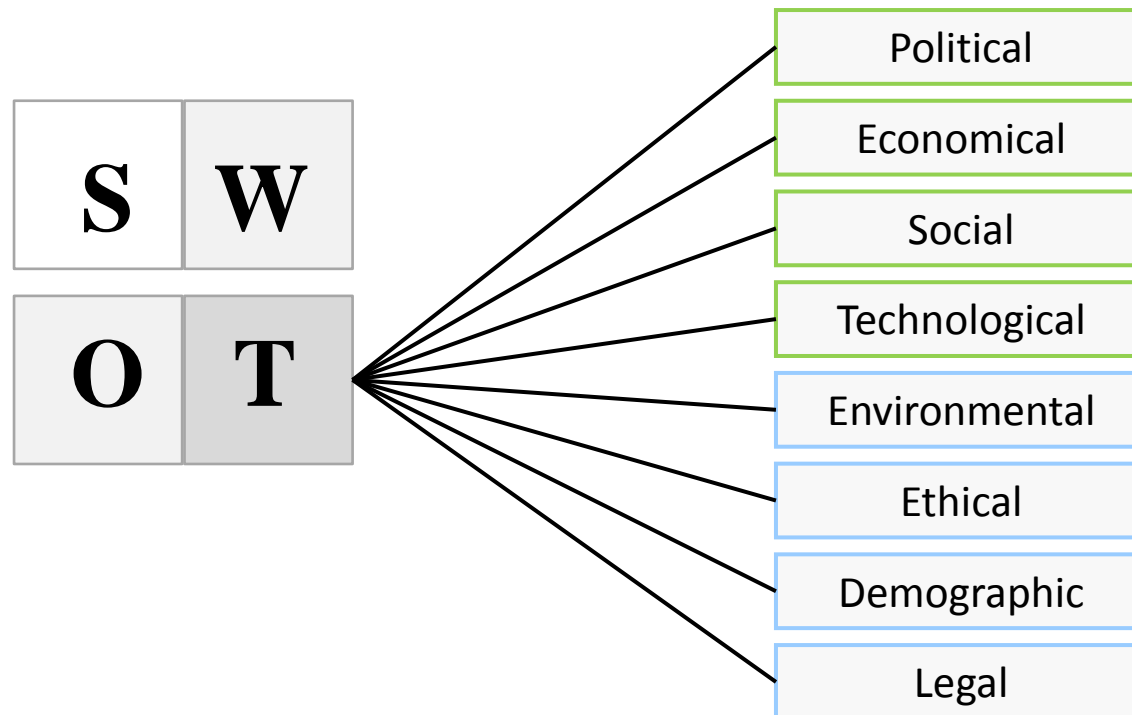
□ Example of PEST Analysis:



- SWOT Analysis

Further Information:

- **STEEPLED** is an alternative of PEST with the environmental, ethical, demographic and legal factors added to the mix.



- SWOT Analysis

Further Information:

Political	Economical	Social	Technological
Political stability	Interest rates	Customer buying patterns	Automation
Labor laws	Exchange rates	Lifestyle trends	Licensing
Trade restrictions	Inflation rates	Health & safety	R & D funding
Tariffs and Tax Policy	Seasonality issues		Technology incentives

Legal	Environmental	Demographic	Ethical
Employment laws	Natural resources	Integration of minorities	Business ethics
Consumer protection	Climate change	Ethnic ratio	Freedom of information
Privacy laws	Waste disposal and recycling	Living standards	Bribery
Discrimination laws	Sustainable energy	Income distribution	Contract agreements