

Continuous Improvement Toolkit

SWOT Analysis



The Continuous Improvement Map



SWOT Analysis

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



Sometimes referred to a **Situational Analysis**

SWOT Analysis

Allows the organization to look deeply within itself to understand the factors that influence its ability **to achieve its goals**



SWOT Analysis

Allows to scan the **internal and external factors** that are helping or hindering achievement of goals



SWOT Analysis

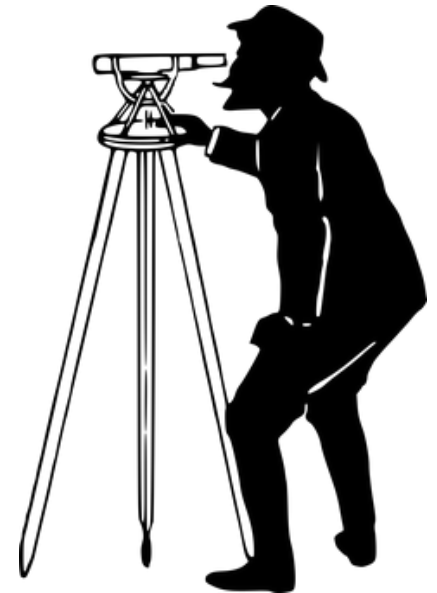
Can be Applied to . . .

An entire organization

A business unit, division or department

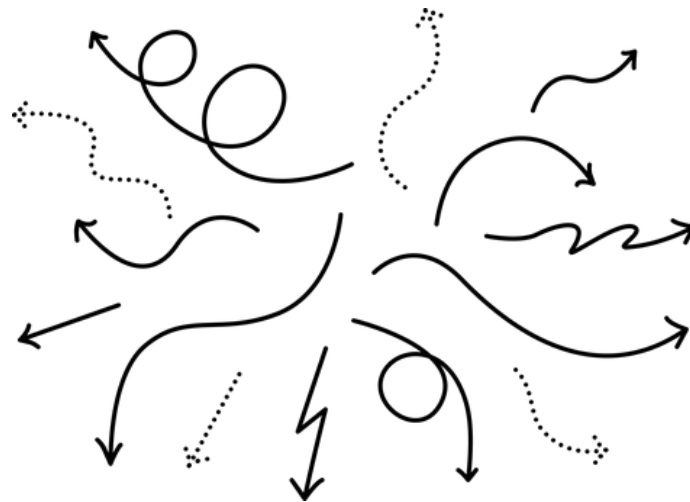
A project

In personal development and career progression



SWOT Analysis

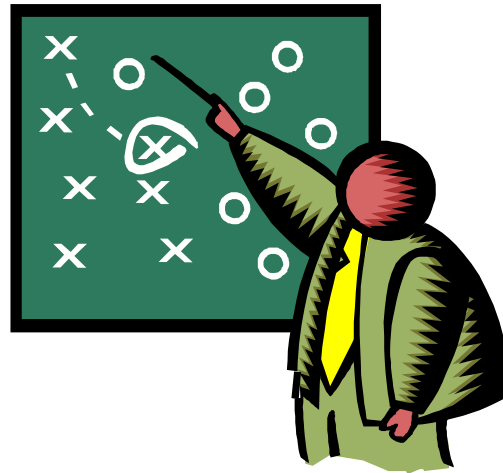
In order to **execute a strategy** within an organization, it is important to understand the internal and external factors influencing the business performance



And this is where SWOT analysis comes in

SWOT Analysis

One of the most popular tools for **strategic planning**



Often used before developing or updating the strategic plan

SWOT Analysis

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



SWOT Analysis

Can be used in **project management** during the prioritization process of projects



Help avoid starting a project that is likely to fail

SWOT Analysis

Benefits . . .

Helps understanding where the company currently stands within the industry & 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.

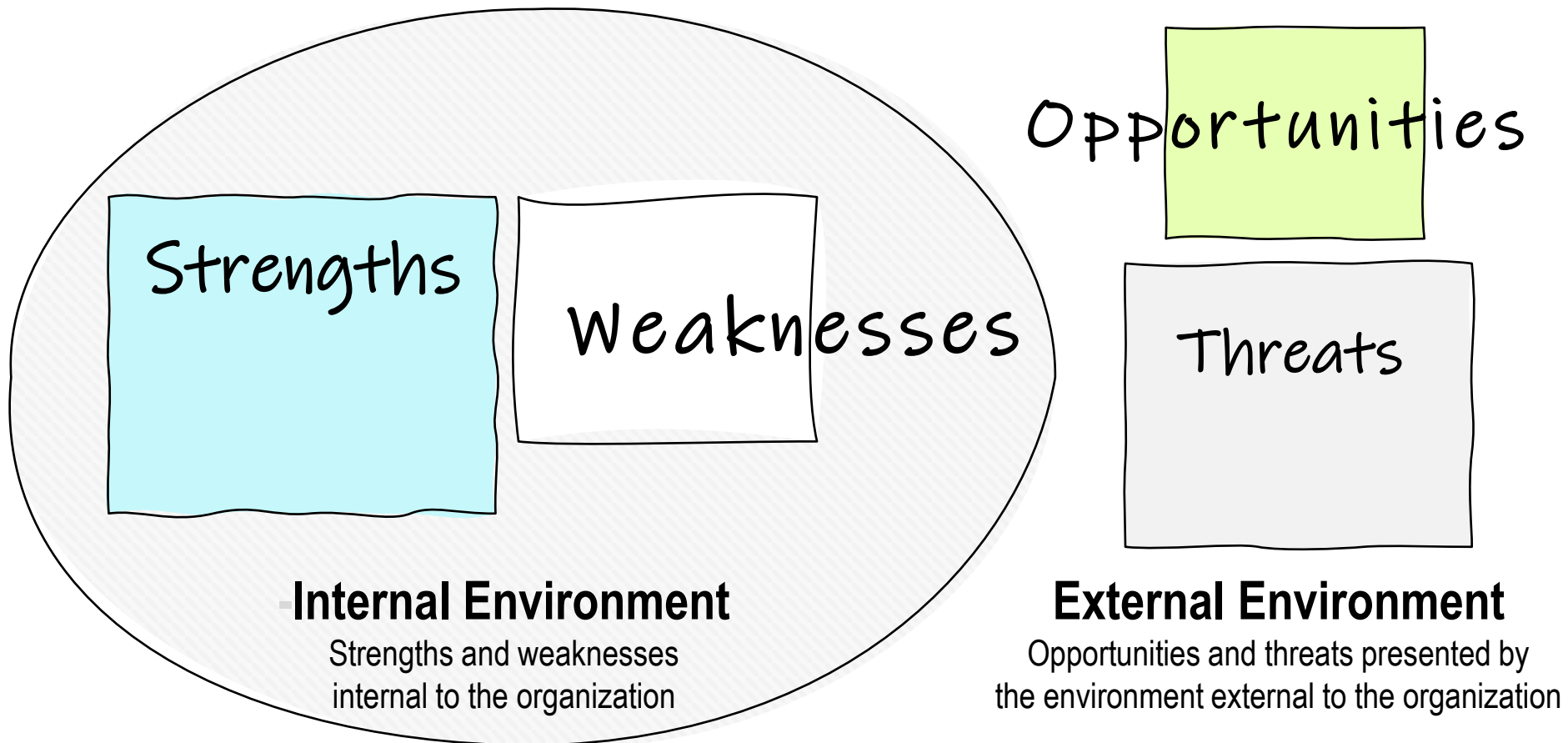


SWOT Analysis

Identifies the strengths, weaknesses, opportunities, and threats related to a business

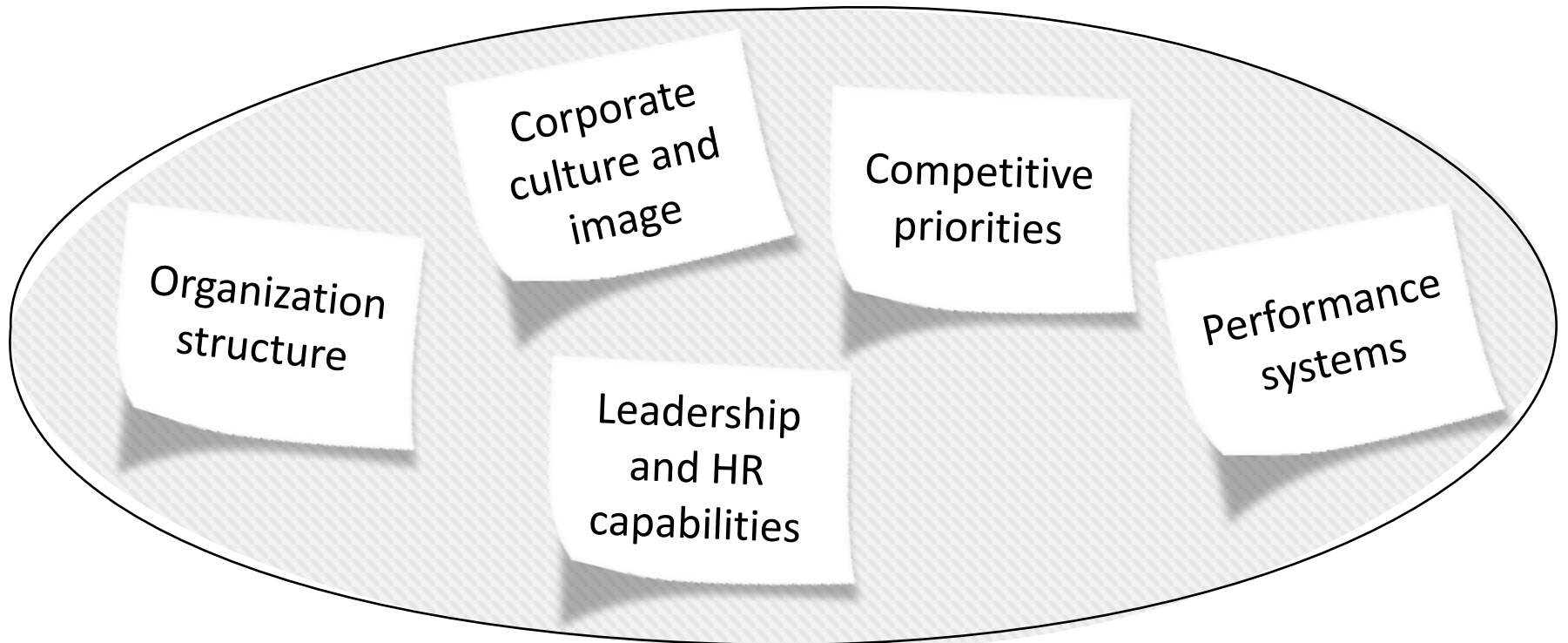


SWOT Analysis



SWOT Analysis

Internal Environment



SWOT Analysis

External Environment



Market trends

Competitive position

Economic conditions

Legislations considerations

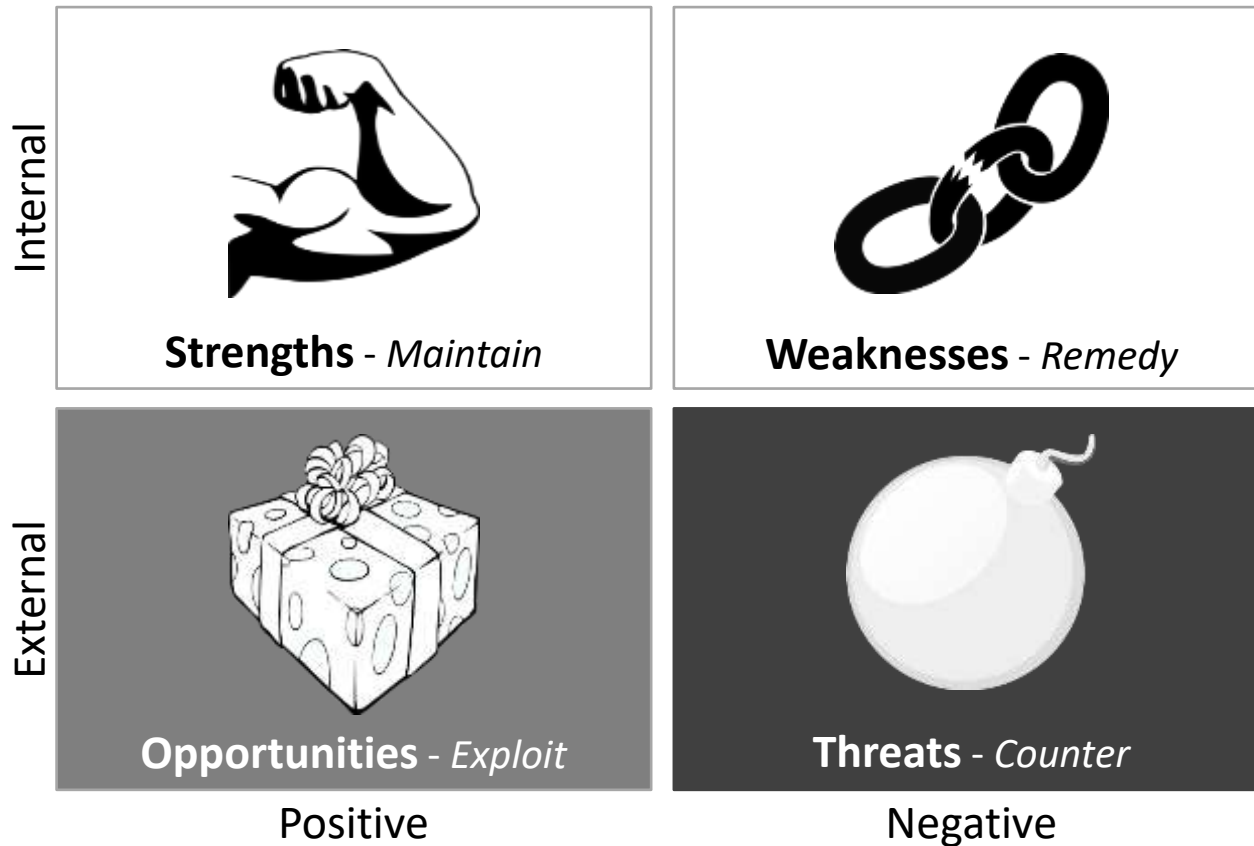
Political considerations

Technological considerations

Socio-cultural considerations

SWOT Analysis

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



SWOT Analysis

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

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.



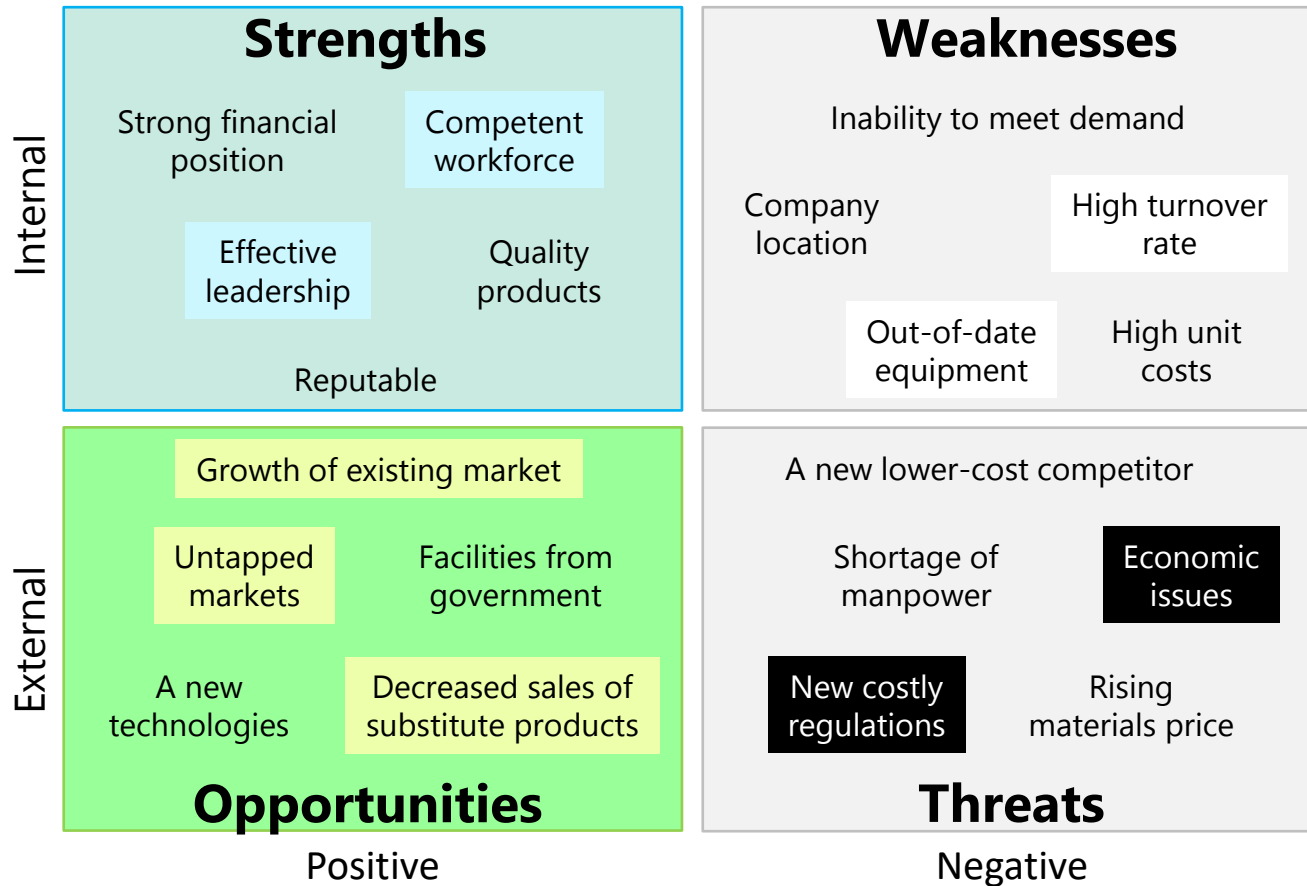
The unfavorable external factors and events that may interrupt the business from achieving its goals.

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 ideas and feedback from the brainstorming session on the flipcharts

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



SWOT Analysis

How to Conduct a SWOT Analysis

Take time to ensure the appropriateness and completeness of the recorded information

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

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

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?

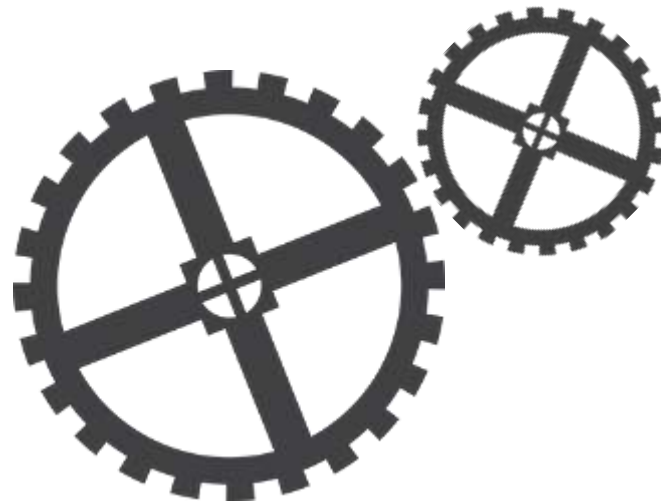


SWOT Analysis

How to Conduct a SWOT Analysis

Present the result of the SWOT analysis to key stakeholders

Take actions 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

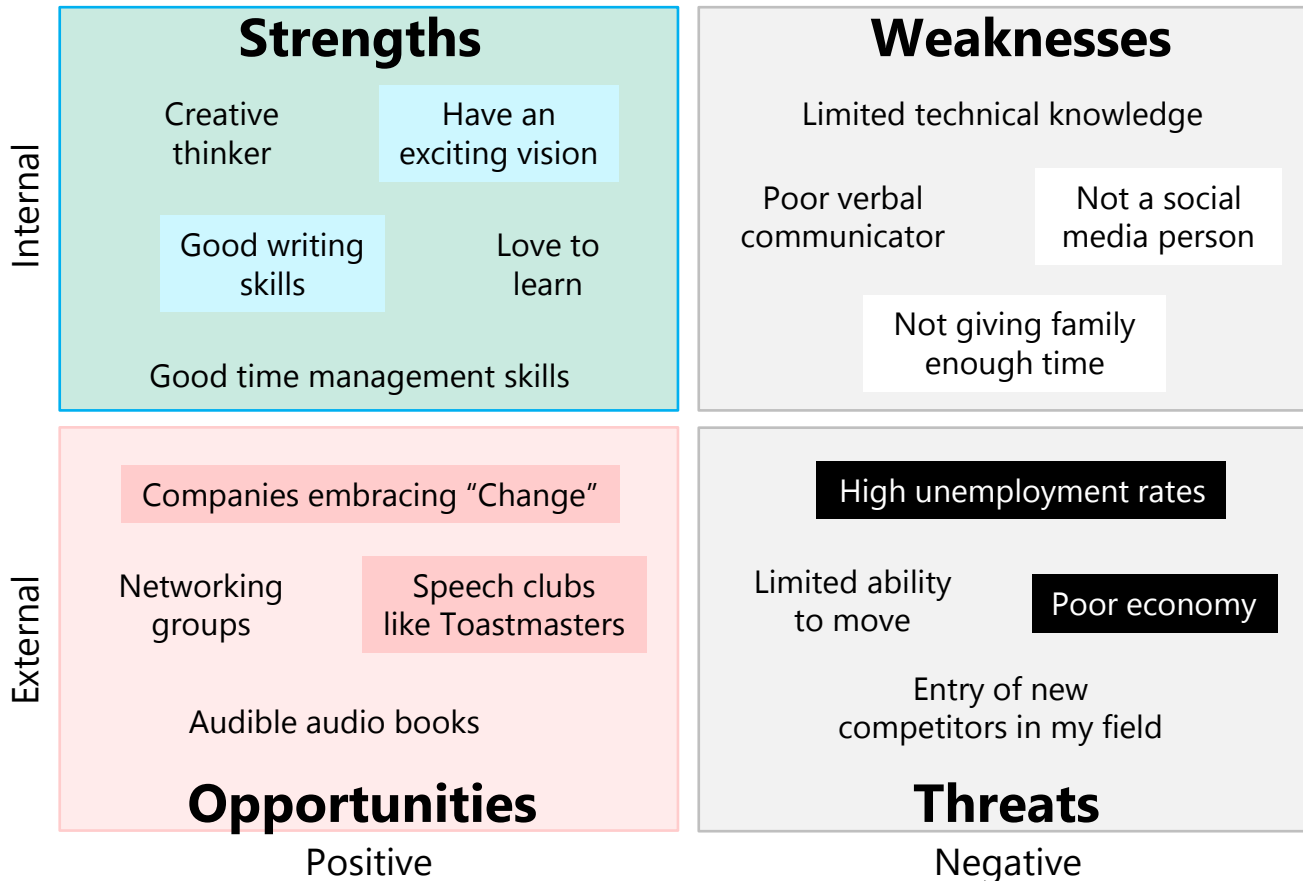
Take advantages of strengths and opportunities

Minimize or eliminate weaknesses and threats



SWOT Analysis

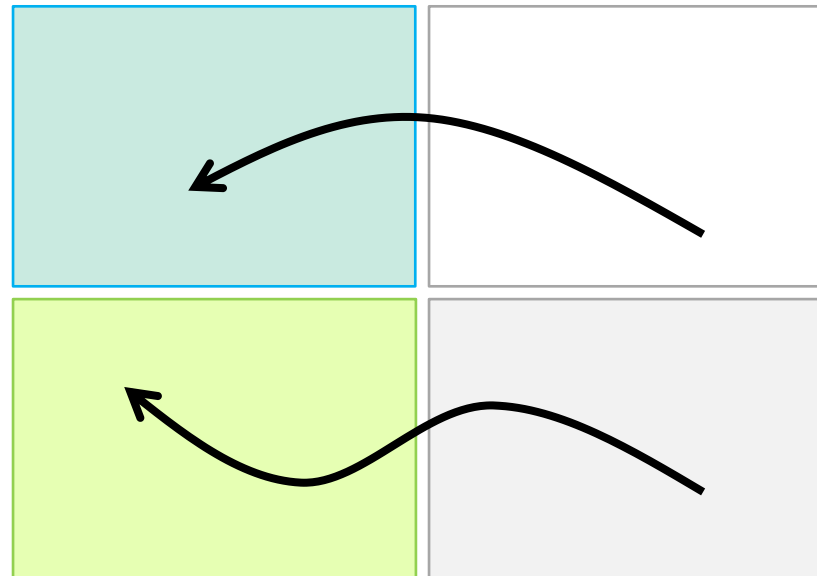
Example – Personal SWOT analysis



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

