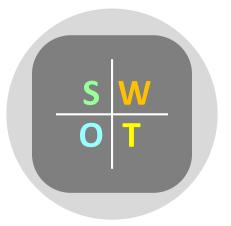
## Continuous Improvement Toolkit

## **SWOT Analysis**



#### The Continuous Improvement Map

Managing	Selecting & Decision Making Planning & Project Management*
Risk PDPC	Break-even Analysis Importance Urgency Matrix Daily Planning PERT/CPM
FMEA RAID Log*	Quality Function Deployment Cost Benefit Analysis MOST RACI Matrix Activity Networks
Risk Analysis*	Payoff Matrix Delphi Method TPN Analysis SWOT Analysis Stakeholder Analysis
Fault Tree Analysis Dec	cision Tree Pick Chart Voting Four Field Matrix Project Charter Improvement Roadmaps
Traffic Light Assessment	Critical-to X Force Field Analysis Portfolio Matrix PDCA Policy Deployment Gantt Charts
Lean Measures OEE Ka	ano Decision Balance Sheet Paired Comparison DMAIC Kaizen Events Control Planning
Cos Process Yield	t of Quality* Pugh Matrix Prioritization Matrix A3 Thinking Standard Work Document control
Project K	KPIs KPIs Pareto Analysis Matrix Diagram Understanding Best Practices Implementing
	ptive Statistics Chi-Square Nonparametric Cause & Effect TPM Automation Solutions***
	bability Distributions Hypothesis ANOVA DOE Mistake Proofing Health & Safety
	grams Normal Distribution Multivariate Multi-vari Studie <mark>s Simulation Just in Time 5S</mark>
Grap	phical Methods Scatter Plots Correlation Regression Quick Changeover Visual Management
Understanding Performance**	un Charts 5 Whys Root Cause Analysis Data Mining Product Family Matrix Flow Pull
	trol Charts Fishbone Diagrams Relations Mapping SIPOC* Spaghetti** Process Redesign
Data collection planner*	Sampling How-How Diagram*** Tree Diagram* Waste Analysis** Value Stream Mapping**
Check Sheets** Interviews	Brainstorming SCAMPER*** Attribute Analysis Value Analysis** Process Mapping
Questionnaires Focus G	Groups Affinity Diagrams Morphological Analysis Flow Process Charts** Time Value Map**
Data Observa	tions Mind Mapping* Lateral Thinking Flowcharting IDEF0 Service Blueprints
Collection Sugg	estion Systems Five Ws Group Creativity Designing & Analyzing Processes

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



Sometimes referred to a Situational Analysis



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



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



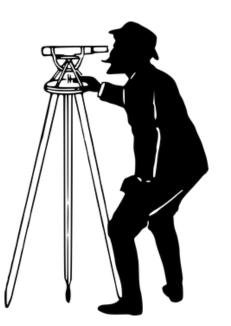
## Can be Applied to . . .

An entire organization

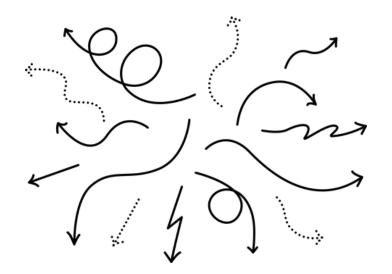
A business unit, division or department

A project

In personal development and career progression

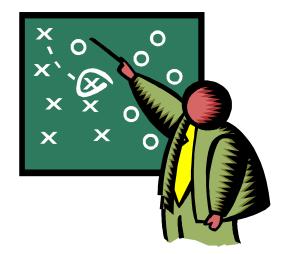


In order to **execute a strategy** within an organization, it is important to understand the internal and external factors influencing the business performance



And this is where SWOT analysis comes in

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



Often used before developing or updating the strategic plan

## 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



Help avoid starting a project that is likely to fail

## Benefits . . .

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



Helps evaluating current strategies and the direction of change.



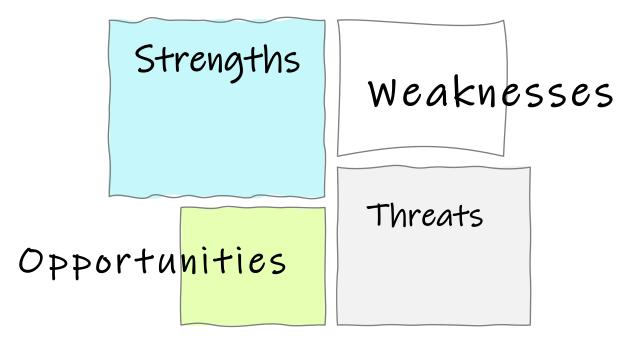
Helps making more informed decisions and planning more successful strategies.

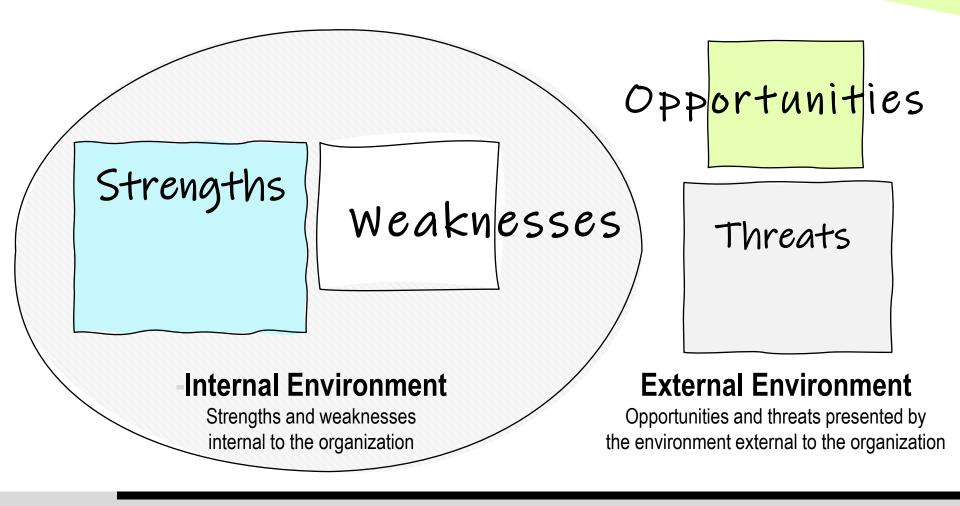


Encourages team participation and engagement.

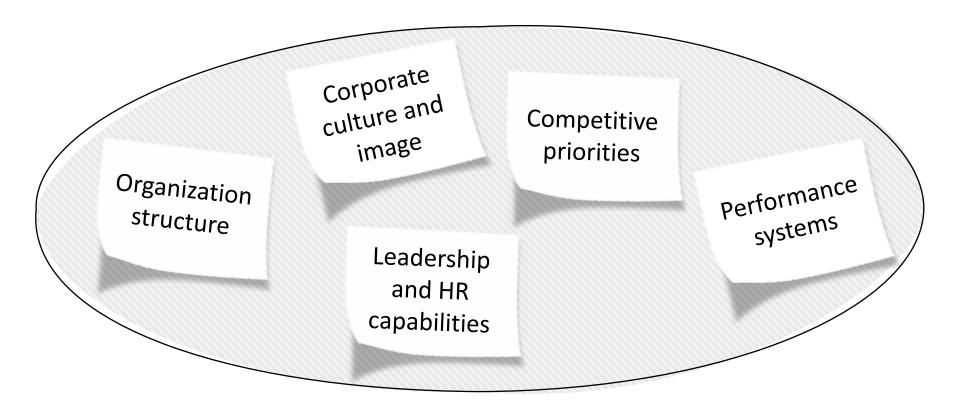


# Identifies the strengths, weaknesses, opportunities, and threats related to a business

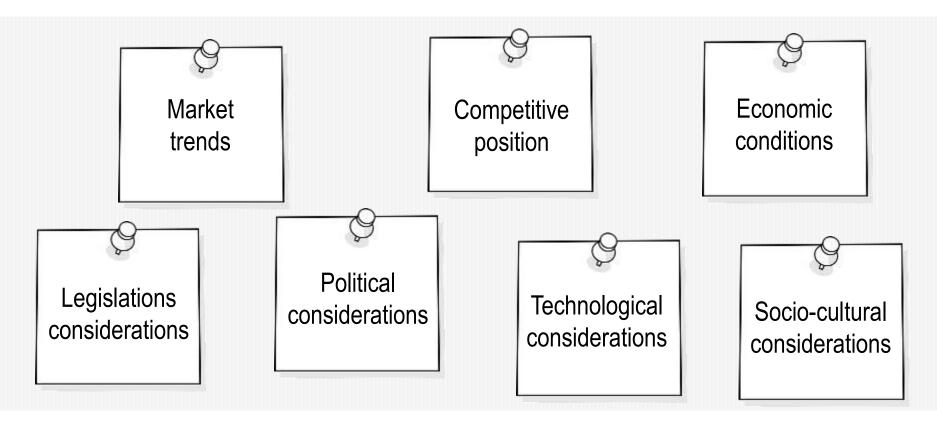




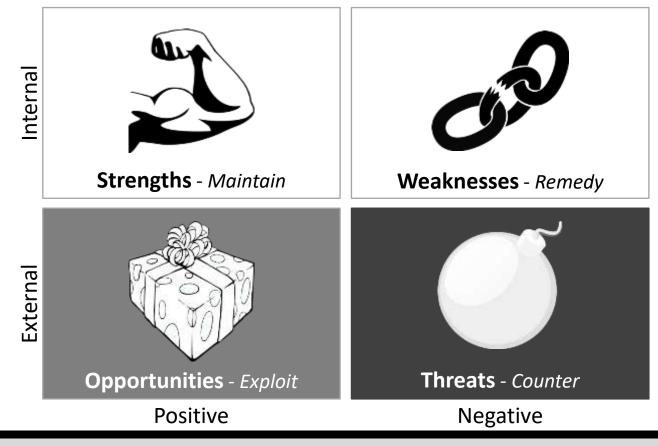
## **Internal Environment**



## **External Environment**



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



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

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.

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



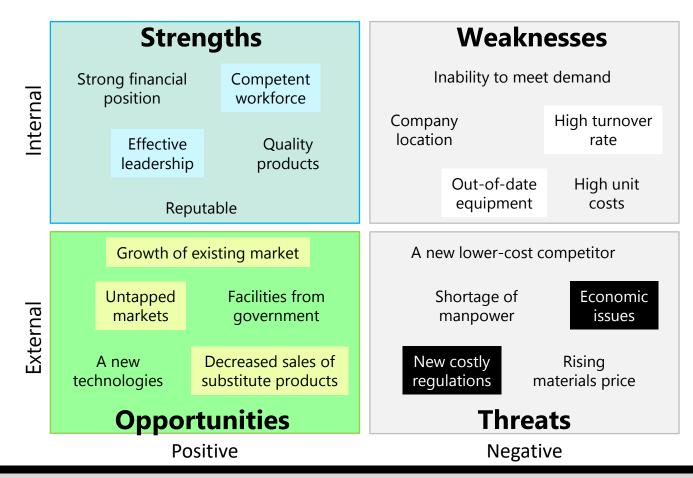


The unfavorable external factors and events that may interrupt the business from achieving its goals.

#### Positive

#### Negative

## Example



## 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



## **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



## **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

Xxxx Strength	Xxx Xxx	Xxx Weaknesses		Ххх	
XXX X Opportunities	xx Xxxx	Xxx Threats	Xxx	Xxxx	

## 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

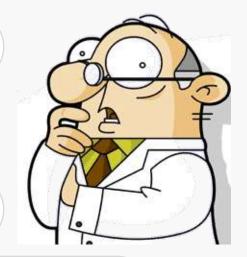
Xxxx	Xxx	Xxx	Xxx
Strength	Xxx	Weaknesses Xx	x
XXX	Xxx	Xxx Xxx	Хххх
Opportunities	Xxxx	Threats	

## 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?

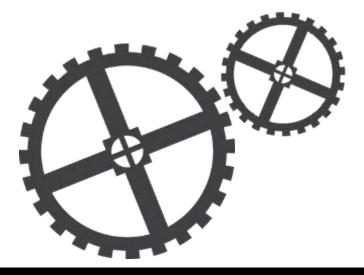


How can we protect ourselves against threats or reduce their effects?

## **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



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** 



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

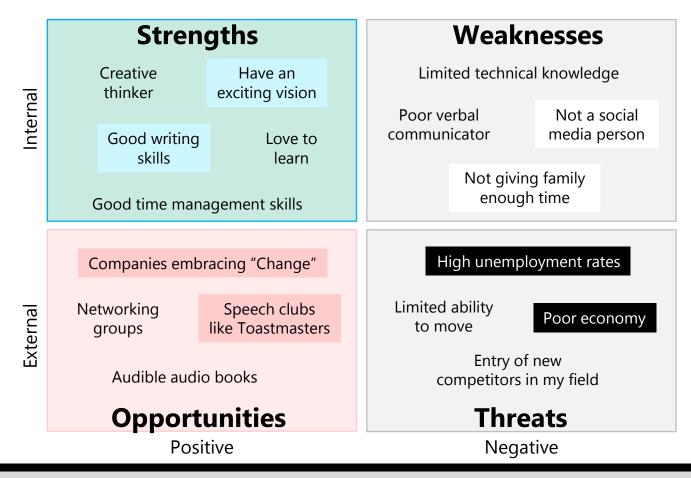
Turn weaknesses into strengths

Take advantages of strengths and opportunities

Minimize or eliminate weaknesses and threats



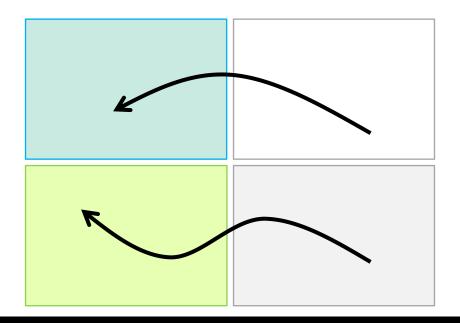
#### **Example –** Personal SWOT analysis





## **Further Information**

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



## **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