



Strengths, Weaknesses, Opportunities, and Threats Analysis

Strengths	My Company
What are your business' advantages?	
What are your core competencies?	
What do you do better than everyone else?	
Where are you making the most money?	
What factors mean that you "get the sale"?	
What is your company's unique selling proposition?	
What would your customers say your strengths are?	
Weaknesses	My Company
What areas are you avoiding?	

Where do you lack resources?	
What are you doing poorly and needs improvement?	
Where are you losing money?	
What would your customers say your weaknesses are?	
Opportunities	My Company
Any beneficial trends?	
Niches that competitors are missing?	
New technologies?	
New needs of customers?	
Threats	My Company
Obstacles to overcome?	

Aggressive competitors?	
Successful competitors?	
Negative economic conditions?	
Government regulation?	
Changing business climate?	
Cash flow problems?	

SWOT Analysis Explanation

A SWOT Analysis identifies an organization's strengths, weaknesses, opportunities and threats and is one of the key tools in creating SDI's for the Single-Page Plan and selecting its targets. For the purposes of STUCK Breakthrough Strategies, this tool lends itself to an organizational-wide view. However, this tool can also be used for a product, place, industry, market or even a person.

A SWOT is typically done while preparing for strategic planning and creation of the Single-Page Plan. However, as with the competitive analysis, it should be consistently reviewed, even informally, as market and customer conditions do change.

The SWOT process begins when preparing for strategic planning where the leadership team and sales staff are given the SWOT tool and asked to prepare/organize their thoughts sufficient to fill out the tool as a group subsequently. Writing individual thoughts on Post-its (one thought per Post-it) works very well when organizing and prioritizing.

Steps of a SWOT session:

1. Have the team members complete the Post-it exercise explained above.
2. Assign a wall for each of the four categories and label each accordingly.
3. Have each participant place their Post-its in the appropriate area of the room.
4. Encourage green light thinking and discourage idea assassins, as all teammates should feel comfortable in offering their suggestions for your organization's SWOT.
5. The advisor selects one section owner for each of the four sections (S, W, O & T) to provide an overview as to what was selected.
6. Each section owner individually organizes their section by removing duplicate Post-its and grouping the remaining Post-its into categories to systematically organize the category.
7. Key Post-its can be selected from each of the four categories and used in creating SDI's for the Single Page Plan as these become "Must Do, Can't Miss" initiatives that your organization will rally around.
8. All Post-its should be documented into the STUCK Breakthrough Strategies Platform for future reference. Two ways to do so:
 1. Taking a picture of your work and uploading the picture into "Upload Documents".
 2. Typing the data into the SWOT template and uploading it. If there is a scribe in the room during the planning session, he or she can immediately capture the information in the database.

Typically, when creating a SWOT Analysis, leadership teams tend to gather thoughts using an inside-out point of view, meaning they create the analysis from how they, themselves, see it. Conversely, viewing the exercise from the outside-in can be even more powerful. An outside-in point of view consists of populating the analysis based on how the customer sees the organization. By asking the customer these sorts of questions, the SWOT intel gained can be much more accurate and impactful. Plus, any conversation with the customer is a chance to sell something. Being organizationally aware and willing to improve goes a long way in promoting your culture of growth and continuous improvement.