

# SWOT Analysis

## Strengths and Opportunities (SO)

### Take full advantages

In this quadrant, an organization must assess its strengths case-by-case basis to determine it.

It is one of many tools that can be used in an organization's strategic planning and decision-making process to consider internal and external factors that can leverage or endanger success.

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Graph source | Piktochart

## Weaknesses and Threats (WT)

### Eliminate risks

In this quadrant, an organization should assess each weakness and threat to determine if they can be avoided.

### 1 Establish your goals

- Clearly define the scope
- Think of how to *achieve* and *preserve* strengths and opportunities; *avoid* and *eliminate* weaknesses and threats

### 10 Implement and manage the chosen strategy

- Ensure to regularly review the progress
- Conduct further SWOT analyses if needed

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### Determine your objectives

- Decide on a key project or strategy to analyze
- Narrow down the analysis to an ideal outcome of this project

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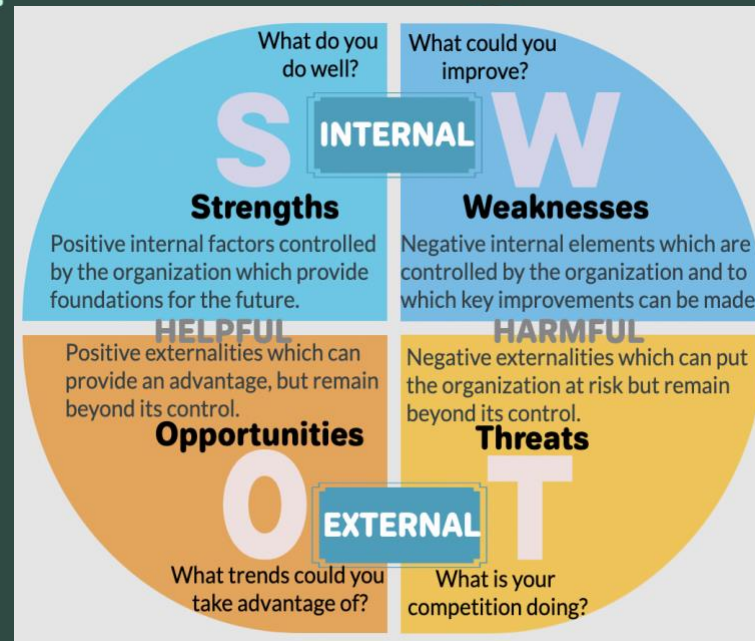
### Gather resources

- All relevant people in the process should be involved
- Data should be gathered from the involved parties in the organization

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### Compile the key strategic issues

- Think out of the box
- List favorable and unfavorable *internal* and *external* issues for achieving objectives



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### Create a grid

- Label each box
  - Assess strengths
  - Address weaknesses
  - Outline opportunities
  - Identify threats

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### Refine findings

- Review and decide which items need immediate action
- Make a separate list ranking those that are the most important

### Develop an Actionable Strategy

- Define actions to deploy the strategy
- Set up strategic objectives and critical success factors for the initiative

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### Draw conclusions

- Analyze the finished diagram
- Consider whether the positive outcomes outweigh the negative

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### Convert harmful into helpful factors

- Match Strengths and Weaknesses to Opportunities and Threats.
- SO, WO, ST, WT

## Weaknesses and Opportunities (WO)

### Seize the opportunities

In this quadrant, an organization must determine how its weaknesses can be eliminated or offset by external opportunities.

## Strengths and Threats (ST)

### Overcome weaknesses

In this quadrant, an organization should assess each strength based on its ability to counteract or avoid external threats.