Strengths and Opportunities (SO)

Take full advantages In this guadrant, an organization must assess its strengths case-by-case basis to determine it.

Determine your objectives

(1)

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

(3) Gather resources

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

(4)

Compile the key strategic issues

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

Weaknesses and **Opportunities** (WO)

Seize the opportunities In this quadrant, an organization must determine how its <u>weaknesses</u> can be eliminated or offset by external opportunities.

SWOT Analysis

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.

by Raenalyn Loomis Graphi source | Piktochart

Establish your goals

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

Implement and manage the chosen strategy

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

What do you What could you improve? INTERNAL Weaknesses Positive internal factors controlled Negative internal elements which are

controlled by the organization and to which key improvements can be made.

HARMFUL Negative externalities which can put the organization at risk but remain beyond its control.

Threats

EXTERNAL

What trends could you take advantage of?

do well?

Strengths

by the organization which provide

HELDELI

provide an advantage, but remain

Opportunities

Positive externalities which can

foundations for the future.

beyond its control.

(5) **Create a grid**

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

Refine findings

 Review and decide which items need immediate action

(6)

 Make a separate list ranking those that are the most important

Weaknesses and Threats (WT)**Eliminate risks**

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

Develop an Actionable

(10)

Strategy Define actions to deploy

the strategy Set up strategic objectives and critical success factors for the initiative

(8)

7

Draw conclusions

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

Convert harmful into helpful factors

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

Strengths and Threats

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

What is your

competition doing?