

THE 100

Building Blocks for
Business Leadership

D21

SWOT Analysis

TOM SALONEK

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How to Use this Download

- This is a typical SWOT analysis used in planning
- You could also consider the TOWS matrix which takes the SWOT analysis one step further. It asks organizations to use the SWOT matrix to come up with strategies – pushes executives to match strengths with weaknesses etc. to come up with operational strategies.
- Link to model: <https://www.zideate.com/definition/75/tows-matrix>

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SWOT - Strengths

Strengths

- What are your strengths in your resources, assets, people, competitive advantages over other firms?
- What systems, IP, or technical advantages does your firm have?
- What strengths in sales and marketing do you have—distribution, online presence, etc.?

SWOT - Weaknesses

Weaknesses

- Where do you lack competitive strength, distribution, capabilities, market reach?
- What financial weaknesses do you have in your P&L, balance sheet, or cash flow?
- What weaknesses exist in your leadership, people, succession plan?
- What weaknesses exist in your systems, processes, or infrastructure?

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SWOT - Opportunities

Opportunities

- Where is their new market, product, or geographic growth opportunities?
- Where are their vulnerabilities in competitors?
- What opportunities exist in people, processes, or systems?
- What opportunities exist in partnerships, resellers, or new distribution?

SWOT - Threats

Threats

- What external threats exist for your firm—competitors, legislation, environment, end of life for products, large customers or contracts being cancelled or finishing?
- What threats exist on a larger scale like the economy, world politics, weather, banking and financing?

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