

SWOT

ESSENTIALS CHEAT SHEET

Presented by OnStrategy

What is a **SWOT**?

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats

A SWOT analysis examines your organization's core Strengths, Weaknesses, Opportunities, and Threats in your competitive environment to help develop focus areas in strategic planning.

Completing a SWOT analysis creates a synthesized view of your organization's current state.

- ### Data to Consider
- Internal Data for Strengths & Weaknesses**
- Past 3 Years Revenue & Profitability
 - Next 3- to 5-Year Forecast
 - Marketing Performance
 - Sales Performance and Pipelines
 - Staff Insights and Surveys
 - Customer Insights & Customer Analytics
- External Data for Opportunities & Threats**
- External Consumer Data or Market Trends
 - Economic Forecasts
 - External Marketing & Competitor Data
 - Supply Chain Data
 - Local Data or Census Information
 - Real Estate Data

