# SWOT **ESSENTIALS CHEAT SHEET**

Presented by **OnStrategy** 

## What 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
- · Fconomic Forecasts
- · External Marketing & Competitor Data
- · Supply Chain Data
- · Local Data or Census Information
- · Real Estate Data

## The SWOT Grid & Questions to Ask



### to build on?

**Strengths** are what your company does well and that you should build upon.

## What do you want

What do you do well (in sales, marketing, operations, management)?

What are your core competencies?

What differentiates you from your competitors?

Why do your customers buy from you?

#### What do you want to capitalize on?

What new needs of your current customers could you meet?

Are there economic trends that you might capitalize on?

What are the emerging political and social opportunities?

What niches have your competitors missed?



#### **Opportunities**

are external forces your organization is well positioned to act and benefit upon.

#### Weaknesses

are internal barriers that limit or interfere with reaching your desired future.

#### What do you need to shore up?

Where do you lack resources?

What can you do better?

Where are you losing money?

In what areas do your competitors have an edge?

#### What do you need to mitigate?

What are the negative economic trends?

What are the negative political and social trends?

Where are competitors about to bite you?

Where are you vulnerable?

Threats are external forces or barriers that may prevent you from

reaching your objectives.

#### **Strengths & Weaknesses are**

**Internal,** meaning they are driven by internal dynamics.

#### **Opportunities & Threats are**

**External,** meaning they are driven by external forces.

## **How to Write a Statement** for Your SWOT Analysis

Shipping: High shipping error rate creates a poor customer experience and high costs.

#### LABEL **Shipping** Start with a Label

ATTRIBUTE **High shipping error rate** 

Attribute, characteristic, or trend



**Creates a poor customer** experience and high costs.

Impact on the organization