

# **How to do a SWOT analysis**

# Principles

- **Simplicity** - easy to use
- **Clarity** - communicates priorities and strategy
- **Flexibility** - can be applied to an individual or an organisation

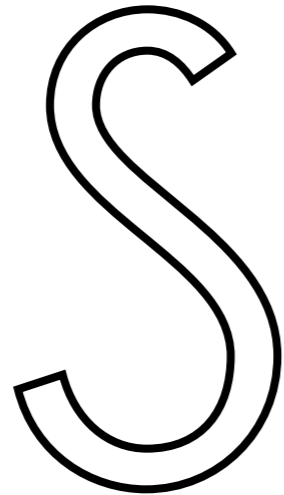

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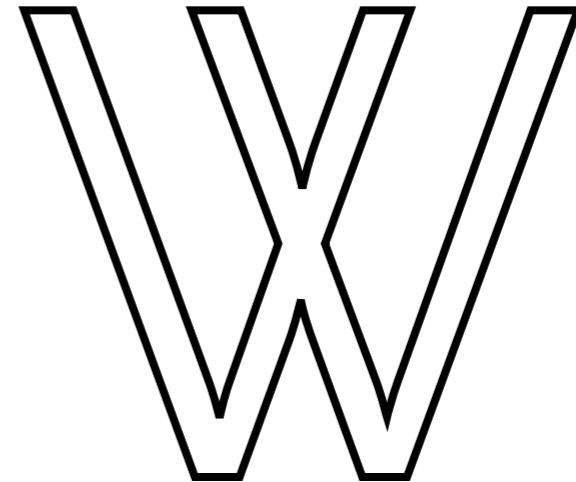
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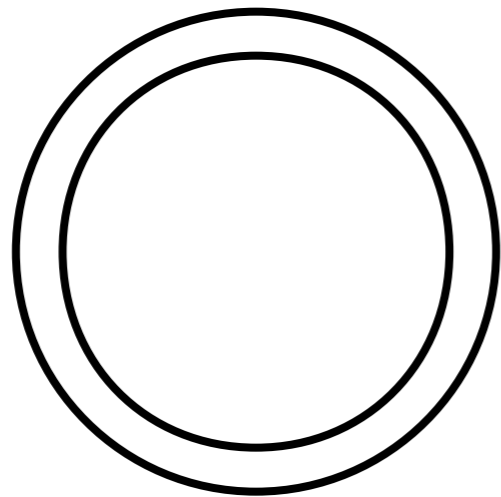
**Strengths**



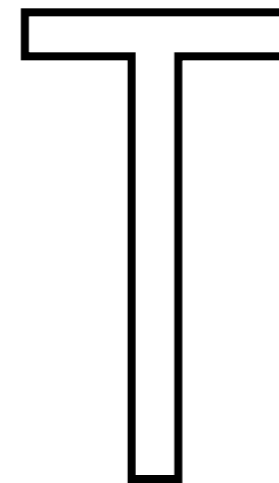
**Weaknesses**



**Opportunities**



**Threats**



**Strengths**

**Weaknesses**

**Opportunities**

**Threats**

**Strengths**

**Weaknesses**

**Internal**

**Opportunities**

**Threats**

**External**

**Strengths**

**Weaknesses**

**Positive**

**Negative**

**Opportunities**

**Threats**



# Process

- **Brainstorm**
- **Prioritise**
- **Analyse**

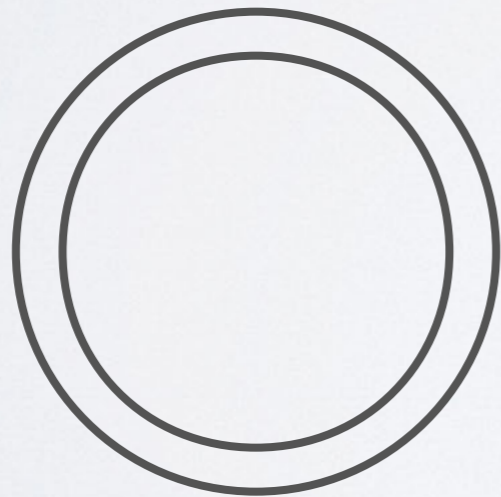
**Strengths**



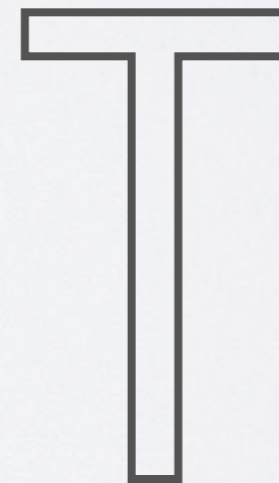
**Weaknesses**



**Opportunities**



**Threats**

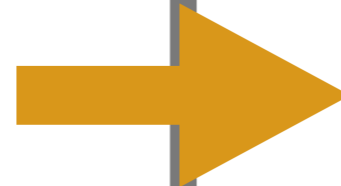


# Strengths

Task focussed

# Weaknesses

Being 'in the now'



# Opportunities

Refine USP

# Threats

Increased competition

