

S.W.O.T. Analysis



The **SWOT Analysis** is a great analytical tool to measure your current position in terms of **strengths, weaknesses, opportunities** and **threats**. By answering each question, you're then in the best position to make wise decisions as to your use of time, goals and activities, all leading to the completion of your ultimate vision. Most interesting is that while this concept was developed for business planning, it has been found to apply equally well to any type of organization. Furthermore, people, as individuals, can use the SWOT Analysis to assess their personal position and needs for development.

Strengths

Strengths are those things that you do well that are fitting for the job or work that is to be done.

First—Sustain your strengths.

Second—Monitor their use to ensure their application.

Weaknesses

Weaknesses are subject areas that you must improve upon if you're to survive, regardless of your competition.

First— Educate all parties involved.

Second—Go First, meaning that leadership is the first to be educated.

Opportunities

Opportunities are either skills that require improvement or market opportunities to act upon, knowing that they'll allow you to be more successful when their focus becomes a priority.

First— Set "SMART Goals" and subsequent **"Activities that Count."**

Second— Delegate responsibilities to others then **measure** progress.

Threats

Threats are elements beyond your control, that either are at hand or looming just ahead. Threats usually refer to those things that the competition does much better than you, due to size, experience, knowledge or power, which threatens your own success.

First—Minimize by building a strategy that diminishes the affect of those elements that the competition has that you don't; accentuating your strengths will be your best ammunition.

Second—Invest as time and capital allow to become improved in those identified areas that threaten your success.

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