

**DETAILED COMPANY SWOT**

COMPANY S.W.O.T. STRENGTHS   WEAKNESSES   OPPORTUNITIES   THREATS	
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• What skills drive your company's passion?</li> <li>• What makes your company unique?</li> <li>• If you could choose one strength for your company to focus on every day, what would it be?</li> </ul>	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• What Opportunities would expand your company's growth?</li> <li>• What trends are you seeing?</li> <li>• What strengths can you use to turn these opportunities into reality?</li> </ul>
<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• What threats do you feel or envision internally and externally?</li> <li>• What threats do your company's weaknesses expose it to?</li> <li>• What conditions cause a threat?</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• What is your company not good at doing?</li> <li>• What decreases revenue?</li> <li>• What can you eliminate now from your company to make it stronger?</li> </ul>

## STRENGTHS

Strengths: Just like personal strengths we need to look at the company and understand what makes it stand out from the competition.

So for example, if all your competition provides the exact same product – let's say it's Auto Repair. The guy/girl down the street offers the same exact service and same types of cars serviced, let's say the prices are even the same – or very close. What strengths do you have over your competition?

What do you have that they don't?

Do It Now!



Let's look at some common questions you can ask to obtain your company strengths.

- What business processes are successful?  
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- What assets team asset do you have? Knowledge, education, networks, skills, reputation, etc?  
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- Is the culture of your company strong? Why or why not?  
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- Do employees embrace change? Why or why not?  
\_\_\_\_\_
- What assets do you have, ie; equipment, technology, cash, patents, loans, investors?  
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- What competitive advantages do you have over your competition?  
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- What do you do better than anyone else?  
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- What values drive your business?  
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- What unique or lowest-cost resources can you draw upon that others can't?

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- Identify and analyze your organization's Unique Selling Proposition (USP). In other words – what do you do well that others want and is different from your competition?

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LIST THE TOP 10 STRENGTHS

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PICK THE TOP THREE STRENGTHS THAT ARE IMPERATIVE TO MAKE YOUR COMPANY EVEN STRONGER IMMEDIATELY. CIRCLE OR HIGHLIGHT THEM NOW.

Make sure to go to the SWOT Matrix and write down the one area you would like to focus on every day.

**WEAKNESSES**

Now it's time to consider your organization's weaknesses. Be honest! A SWOT Analysis will only be valuable if you gather all the information you need. So, it's best to be realistic now.

Weaknesses can be found inherently within many areas of your organization. Focus on your people, resources, systems, and procedures. Think about what you could improve, and what tools do you have readily available to improve in these areas.

Do not look at Weaknesses as a negative, but instead as a positive. Once you uncover your weaknesses it will literally take a load off of you and your team's shoulders. You will then be able to easily see and focus on what your highest priorities are and what can be fixed and needs to be fixed now.

The great part about weaknesses is you are asking close to the same questions as the strengths – only focusing what needs to be improved.

Enjoy the ride!

Let’s look at some common questions you can ask to discover your company weaknesses. Once again – think outside the box! Build more questions along the way!

Do It Now!



- What business processes are not successful?  
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- What assets are missing in your team, such as knowledge, education, network, skills, and reputation?  
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- Is the culture of your company weak? Why?  
\_\_\_\_\_
- Are employees adverse to change? Why?  
\_\_\_\_\_
- What assets are missing, such as customers, equipment, technology, cash, and patents, loans, investors?  
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- What competitive disadvantages do you have?  
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- What do you do worse than anyone else?  
\_\_\_\_\_
- Why are the values not driving your business? What’s missing?  
\_\_\_\_\_
- What unique or lowest-cost resources are you missing out on that others can draw upon?  
\_\_\_\_\_

- Does your company have a Unique Selling Proposition (USP)? Is it strong enough? Does it make a big enough impact in your client's eyes?

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Then turn your perspective around and ask yourself what your competitors might see as your weaknesses. What factors occur that keep your company from getting the sell?

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Take time to examine how and why your competitors are doing better than you. What are you lacking?

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### LIST THE TOP 10 WEAKNESSES

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PICK THE TOP THREE WEAKNESSES THAT ARE IMPERATIVE TO WORK ON IMMEDIATELY. CIRCLE OR HIGHLIGHT THEM NOW.

Make sure to go to the SWOT Matrix and write down the one area you would like to focus on every day.

### OPPORTUNITIES

Opportunities are openings or chances for something positive to happen, but you'll need to see them for yourself!

They usually arise from situations outside your company and require a keen view as to what might happen in the future. They might arise as developments in the market, technology, pandemics or changing local or global outlooks.

Being able to spot and capitalize on these opportunities can make a huge difference to your company's ability to compete and take the lead in your market.

Think about good opportunities you can spot immediately. These don't need to be game-changers: even small advantages can increase your organization's competitiveness. What interesting market trends are you aware of, large or small, that could have an impact on the company?

Do It Now!



Opportunity is everywhere if you open your eyes to it and reach out to others in and out of your field of expertise. Along with the questions in the matrix, here are some questions to ask of your company:

- Is your business expanding with many opportunities?  
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- How is it expanding?  
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- Are there add-on products you could be offering or taking advantage of?  
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- Are there other companies you could partner with?  
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- Could your competitors have difficulty with adopting to a particular aspect of your market i.e., technology?  
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- Are there local or federal government regulations that could help to expand your business?  
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- Is there a client market you should be looking at?  
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Next, list the top ten opportunities that come top of mind. This is a great exercise to do with your team. It is amazing how many great ideas come about. When you open the floor to others within your company, you will be amazed at the ideas that will begin to flow. Think outside the box – no answer is a wrong answer. Budding thoughts are the perfect spot to develop creativity.

LIST THE TOP 10 OPPORTUNITIES

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PICK THE TOP THREE OPPORTUNITIES THAT ARE IMPERATIVE TO WORK ON IMMEDIATELY. CIRCLE OR HIGHLIGHT THEM NOW.

Make sure to go to the SWOT Matrix and write down the one area you would like to focus on every day. Develop one idea at a time and watch the change in the company!

**THREATS**

Threats include anything that can negatively affect you from the outside, such as a loss of a supply chain, shifts in market requirements, or a shortage of recruits or new or current clients.

It's vital to anticipate threats and to take action against them quickly. These can stall or stop growth or shut down your company.

Find out why they stop you and what can you do to move through these obstacles. You will find that help from someone else will build this weakness into a strength. Use your inner team to discuss and anticipate threats before they occur.

Now look closely at your strengths, is there a strength or several that you can use to combat the weaknesses?

What new solutions did you and your team come up within the opportunity section. You now have plenty of ammunition to defend against threats and turn them into a positive.

Do It Now!



Here are some questions to be asking:

- Clients – Do you have a broad number of clients in varying fields of business? The more diverse your client base the safer your company. If not, how can you change this?  

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- Qualified Employees – Are you having difficulty finding the right level of employee for the job to be done i.e., education, certifications, license, etc. If so – see what your competitors are doing? What can you do now to ensure a funnel of applicants at all times?  

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- Loss of supply chain – do you have more than one supply chain. ALWAYS have a plan B. If you do not, this will not only stop your business, but your cost of doing business will be dictated by the high cost of your supplier.  

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- Shift of market or business – always be looking into the future – 6 months, 1 year, 2 years etc. Will you be in business 10 years from now? What will that look like? Prepare now for the future.  

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- Evolving technology – how can you use this to your advantage. Do not overpay for technology – always spend wisely with a vendor that will be looking to the future with you. Or bring the technology in house if it is not too costly.  

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- Are you having cash flow problems – look for long term solutions.  

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List the top ten threats.

You will want to get all departments involved in this process to ensure you can work on this as a company. The more internal involvement the better. Make sure, as you look at the threat, have all involved and come up with a potential solution. We want all ideas on the table. This is a perfect brainstorming situation. Strengthen your culture through involvement.

TOP 10 THREATS

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