

Strategic S.W.O.T Analysis Tool

The traditional S.W.O.T Analysis can be converted to a powerful tool for developing strategy. As well as applying this as a business developmental tool, it can also be used for personal planning (e.g. when changing careers or planning for retirement) and to generate strategies for your family (e.g. Developing your Family Charter or as part of your succession planning Process).

	Strengths	Weaknesses
	• • • • • •	• • • • • •
Opportunities		
• • • • • •	• • • • •	• • • • •
Threats		
• • • • •	• • • • •	• • • • •

Identify strategies whereby you can -

- Use your strengths to maximise your opportunities
- Use your strengths to counter threats
- Overcome your weakness in order to make the most of your opportunities
- Protect yourself in those area where you are vulnerable to attack ie where threats may arise in areas where you are weakest

Key Strategies

- 1.
- 2.
- 3.

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