

SWOT Analysis

A SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats) is a common tool used in strategic planning.

Through powerful questioning and listening, this tool brings strategic clarity and identifies strengths that can be leveraged, weaknesses to be shored up, opportunities to be pursued and threats to be mitigated.

At Berlineaton, we pair the analytical strength of a SWOT Analysis with an authentic opportunity to engage stakeholders and constituents and create collaborative SWOT Consultation Sessions. Either in person or virtually, these 75-90 min sessions (by stakeholder group) give voice to a unique and important perspective. Doing this across many sessions with different stakeholder groups unearths a great amount of unique and detailed qualitative data that serves the strategic planning process.

On the next page, we provide a list of powerful questions you can use as a starting point for conducting your own SWOT Consultation Sessions.

Current / Internal

S

STRENGTHS
Current **ability or capability** where your organization excels.

W

WEAKNESSES
Current **lack of an ability or capability** that consistently gets in the way of best performance.

Future / External

O

OPPORTUNITIES
An **advantageous situation** that, if leveraged could propel your organization to higher levels of success.

T

THREATS
An **unfavourable situation** that represents impending harm.

Helpful

Harmful

3be SWOT Analysis

An important part of strategic planning is understanding the current environment. A SWOT Analysis is an efficient way (among other data gathering techniques) to identify key strategic issues and opportunities that help inform goals and strategic priorities.

Here are some questions you can use to facilitate your own SWOT Consultation Sessions.

STRENGTHS

Where does your organization excel?
What are your organization's core and unique strengths and capabilities?
What should your organization never stop doing?
What attributes or characteristics of your organization make it a great place?

WEAKNESSES

Where does your organization have opportunities for improvement?
What gaps exist in your organization?
What are your organization's greatest challenges? Why do they exist?
What stands in your organization's way of performing at its best?

OPPORTUNITIES

What opportunities exist for your organization that would accelerate its progress if pursued?
What are the most significant customer trends?
What should your organization focus on for future success?

SWOT
ANALYSIS

THREATS

What emerging trends are you seeing that could negatively impact your organization's future?
What is happening in other sectors that might impact your sector?
What external obstacles or barriers might stand in the way of your future?