

SWOT BUSINESS ASSESSMENT WORKSHEET | 5 MINUTES

This exercise offers great insight into what is working and what is not. After these have been identified, explore the positive section of the SWOT analysis (Strength and Opportunities) to gain a comprehensive snapshot what you do well, and the potential for growth side (Opportunity and Weaknesses) for changes you can make. This will help to feed into the main key words to see if they need adjustment or if they still ring true. We will use these to work on forming a strategy to action plan in the next sessions.

Be General: Don't be aspirational with how you want your business to be, be completely honest about it. Don't get bogged down with details use simple bullet point thoughts.

A List your businesses/organizations **keywords** completed in the previous activity.

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B Define an **objective** for how you will look at the SWOT.

What do you want to get out of this exercise? Select all that apply and remember these when you are working through the SWOT sections. you can refer back to these if you get stuck.

- A better understanding of the whole your business
- Understanding what you do well so you can focus on those traits in marketing initiatives
- Defining opportunities for your business to change/grow/adjust
- Realizing threats and how you can modulate a revised way of looking at this
- How does a consumer perceive your business
- Identifying what your customers maybe don't know about you
- Other: _____

C Understanding how **SWOT analysis** works.

- S** Strengths – Internal company competencies or attributes which are successful for your business
- W** Weaknesses – Internal obstacles that impede business from being as successful as possible
- O** Opportunities – External opportunities or trends that can be integrated into your business
- T** Threats – External challenges that can/do jeopardize current or future success for your business

E After SWOT, does your businesses/organizations **keywords** listed above still represent you (see example below)?

- ...▶ **YES** - Great work! ...▶ **NO** - That's okay this is an opportunity to refine!

For example: If you listed the keyword Expertise to define your business and set you apart, but lack of knowledge is in the Weakness or Opportunities section, that isn't the best word to represent your business. Take a look at the S O part of your SWOT ans see if maybe another theme emerges. Then, go back and review your keyword worksheet and select another word you had that best sums up that theme.

STRENGTHS, WEAKNESS, OPPORTUNITIES, THREATS

WORKSHEET | 60 MINUTES ⌚

D Complete the **exercise to** define what those words are for your business.

INTERNAL
STRENGTHS

INTERNAL
WEAKNESSES

EXTERNAL
OPPORTUNITIES

EXTERNAL
THREATS