



SWOT Analysis

A Learn Lead Lift™ Guide

A SWOT analysis helps you quickly assess the current state of your team, organization or industry. One person can provide all of the inputs for a SWOT, or you can do this exercise in collaboration with other people giving inputs. For example, you could perform a SWOT analysis at the launch meeting for a strategic planning or visioning process.

Steps to complete a SWOT Analysis:

1. Start with 2 columns: one for strengths and weaknesses, and one for opportunities and threats. You can use our template below or create your own.
2. Next, list 5-10 strengths and 5-10 weaknesses, keeping them separate by category. Examples might include mindsets, skillsets, processes and behaviors, equipment, technology, company facilities and/or financial resources.
3. Now, list 5-10 opportunities and 5-10 threats. Examples might include social and economic policy and trends, market share and competition, technological innovation, supply chain issues, customer demographic changes or impacts related to climate change.

Strengths and Weaknesses (internal to the organization)

Opportunities and Threats (external to the organization)



4. If you initially have more than ten items per category, that's okay. At this step, you want to include all of the inputs.
5. Your last step will be to circle or put an asterisk next to the top 3-5 most impactful in each category. For example, if you manufacture product and the price of raw materials you use fluctuates wildly, that likely impacts your organization more significantly than some other factors.
6. Now, for some reflection questions:
 - What new insight(s) did you/your team members gain from doing the SWOT Analysis?
 - How will you put your insights into action?
 - What will you commit to doing today, next week, next month, etc. as follow up?

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