

# SWOT



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(Adapted)

# SWOT



# SWOT Analysis



**( It could save your life! )**

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# SWOT Is Simple and Powerful!

- Used by major corporations and taught at business schools, for analyzing your company's Strengths and Weaknesses, and the Opportunities and Threats you face.
- Helps you to focus on your strengths, improve weaknesses, minimize threats, and take the greatest possible advantage of opportunities available to you.

# SWOT Example



# STRENGTHS

- We are able to respond very quickly as we have no red tape, no need for higher management approval.
- We are able to give really good customer care, as the current small amount of work means we have plenty of time to devote to customers.
- Our lead consultant has a strong reputation within the market.
- We can change direction quickly if we find that our marketing is not working.
- We have little overhead, so can offer good value to customers

# WEAKNESSES

- Our company has no market presence or reputation.
- We have a small staff with a shallow skills base in many areas.
- We are vulnerable to vital staff being sick, leaving.
- Our cash flow will be unreliable in the early stages



# OPPORTUNITIES

- Our business sector is expanding, with many future opportunities for success.
- Our city wants to encourage local businesses with work where possible.
- Our competitors may be slow to adopt new technologies.

# THREATS

## What obstacles do you face?

- What is your competition doing?
- Is changing technology threatening your position?
- Do you have bad debt or cash-flow problems?
- Could any of your weaknesses seriously threaten your business?
- Will competitors' technology change this market beyond our ability to adapt?
- A small change in focus of a large competitor might wipe out any market position we achieve

# What can SWOT do for you?

- It can help you uncover opportunities that you can take advantage of.
- By understanding the weaknesses of your business, you can manage and eliminate threats that would otherwise catch you unawares.
- Most importantly you can start to create a strategy that helps you distinguish yourself from your competitors, so that you can compete successfully in your market.

# Applying SWOT

- You can use SWOT analysis to think about the strategy of your whole organization, a department or a team, or even a country.
- You can also use them to think about a process, a marketing campaign, or your own skills and experience.

# SWOT ANALYSIS



# Using SWOT

Match external opportunities and threats with your internal strengths and weaknesses

1. Build on your strengths?
2. Improve your weaknesses?
3. Develop your opportunities?
4. Eliminate or minimize your threats?

# Market-Led Organizations



## Competitive Orientation

- Acknowledge your competition.
- Analyze your threats and opportunities from outside with competitive analysis.

# Don't Get Swallowed Up!





# SWOT



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# Thank You.



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