

SWOT ANALYSIS



DEPTH



MINUTES

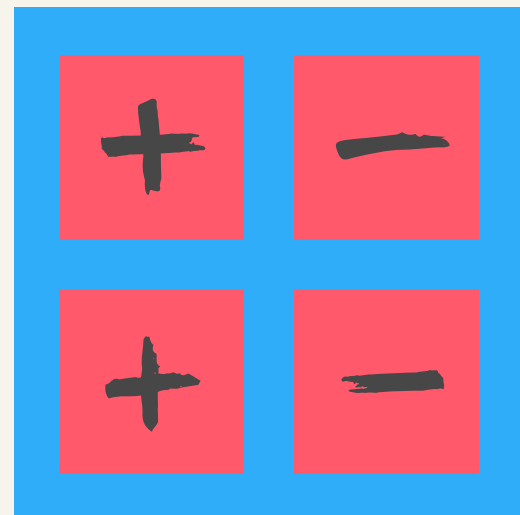


SMALL GROUP

Weighing the good against the bad.

SWOT Analysis can work for almost anything — a business plan, a project, an idea or even a candidate for a job — and can be used by individuals (or, better yet, small teams) to get different perspectives and make informed decisions. Follow this approach to get started or create a variation that suits your needs:

1. Choose the subject you want to analyze.
Break out some writing materials and divide your subject into the four categories of Strengths, Weaknesses, Opportunities and Threats. Write these headers at the top of each of your writing surfaces.
2. Brainstorm strengths.
What advantages does this offer?
3. Brainstorm weaknesses.
What disadvantages does it offer?
4. Brainstorm opportunities. What could you do to improve or build on it?
5. Brainstorm threats. What are the risks or potential problems involved?



When you're done, you'll have four lists that help you visualize whether what you're analyzing is a promising option or a risky choice. You might find that your decision has been made for you.



COLLABORATION
CENTRAL

Find the products that bring this method to life at post-it.com/collaborate