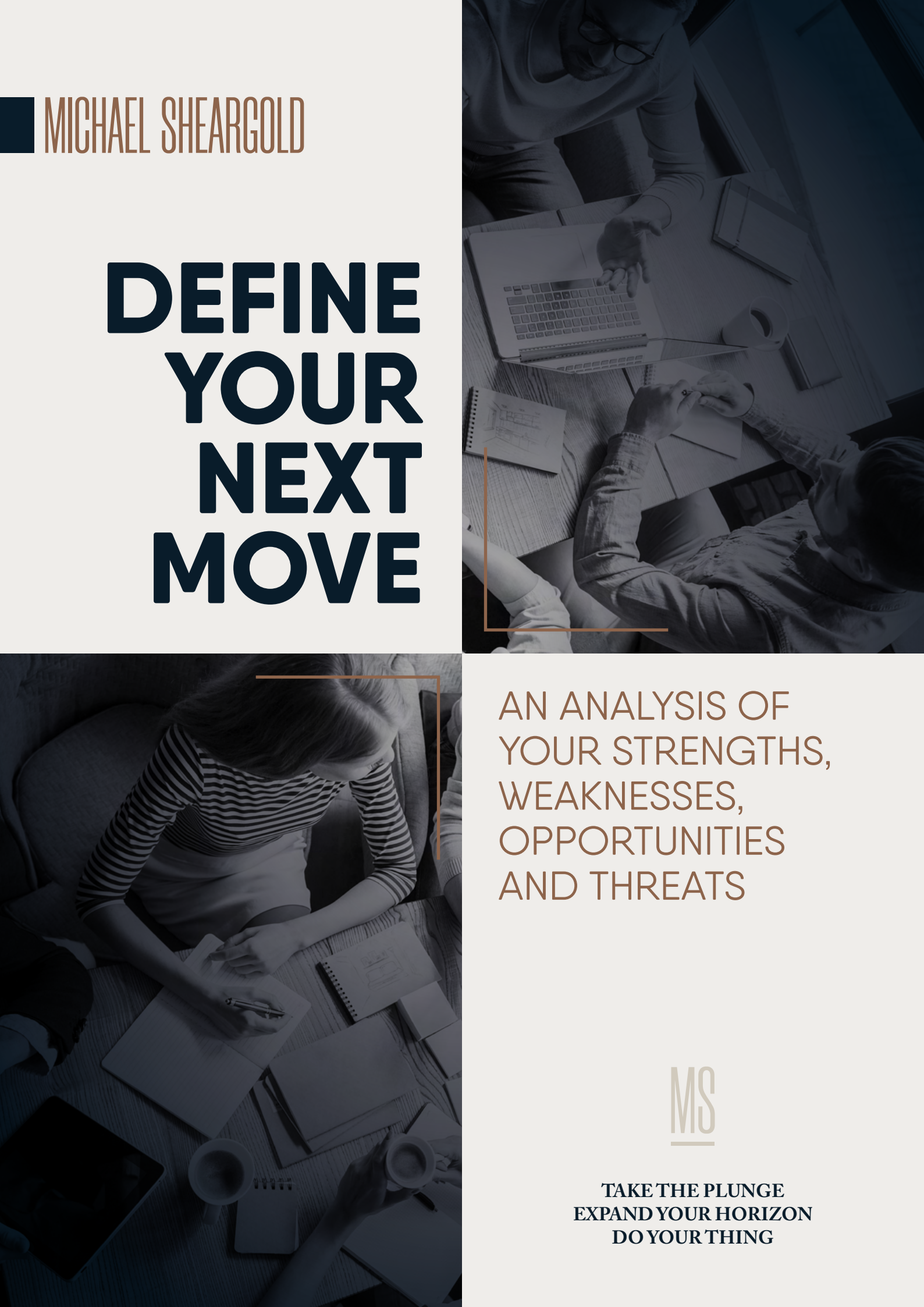




MICHAEL SHEARGOLD

DEFINE YOUR NEXT MOVE



AN ANALYSIS OF
YOUR STRENGTHS,
WEAKNESSES,
OPPORTUNITIES
AND THREATS



TAKE THE PLUNGE
EXPAND YOUR HORIZON
DO YOUR THING

DEFINE YOUR NEXT MOVE
WHAT IS SWOT?

SWOT ANALYSIS



A **SWOT** exercise is a very simple way for leaders like you to gain clarity about your direction and effectively grow your business.

By identifying where your business sits with **s**trengths, **w**eaknesses, **o**pportunities and **t**hreats, you're able to gain a better view of your current business reality. In fact, it's an opportunity for you to re-think your business strategies, priorities and projects to ensure they can and will make the biggest difference to growth.

Results of your SWOT, once analysed and matched to your business objectives, can provide clear direction for short and long term focus in achieving your business goals. It helps your decision making process and allows your team to agree on the key priorities for your business.

When completing a SWOT, look at the exercise as a snapshot of where your business is today. Performing your role within the business on a daily basis, we are constantly managing people, processes, changing market conditions and overall directions. You could view your business growth as a movie and we've paused on this scene to see where are we at.

The SWOT analysis allows you to take a look at the business while it is in a still position (the snapshot). Having the business in a still position allows the management team to stand back and evaluate the business currently. Critical decisions can then be made that will refocus your business and minimise any issues preventing the successful achievement of your objectives.

DEFINE YOUR NEXT MOVE
THE SWOT FRAMEWORK

SWOT NAVIGATION FRAMEWORK



KEY BENEFITS OF A SWOT



1. Allows you to easily pool ideas and identify common views.
2. Gain a better understanding of the business dynamic.
3. Provide feedback to individual team members.
4. Identify critical issues and priorities.
5. Help in the decision making process.
6. Re-focus the leadership team.
7. Effectively manage change and the on-going impact on the business.
8. Strategically evaluate the business' performance.
9. Motivate and energise the team.
10. Promote teamwork within your team.

ONE IMPORTANT RULE FOR YOUR SWOT SESSION

One of the keys to a great SWOT session is thinking you are gaining other team members' perspective on business performance. So a key rule that makes a difference is:

**YOU CAN ASK QUESTION TO CLARIFY A POINT
BUT NOT CHALLENGE SOMEONE'S VIEW.**

Here's a simple example.

Someone says "I think our brand is a real strength of ours."

The challenge: "No way is it a strength. It's on my list as a weakness!"

The clarify: "I'd like to understand your view about how you see the brand as a strength?"

By following this you'll have a great flow of ideas and, importantly, people will feel valued for their contributions for the simple reason that they've been understood.



DEFINE YOUR NEXT MOVE
POST SWOT

YOUR POST SWOT STRATEGY



Clearly, it is fundamental that you and the leadership team does something with what you've discovered.

1. How do you maximise the strengths of the business?
2. How do you minimise or eliminate the weaknesses (or even turn them into strengths)?
3. How do you capitalise on the opportunities?
4. How do you reduce the potential impact of a threat?

What typically drops out of a SWOT analysis is an important part of your growth plan. Categorise these into **Key Projects**, **Quick Wins**, **Clean Ups** and **Investigates**.

And our coaching framework is all about doing less things better. Enjoy your SWOT experience and, importantly, the business growth benefits you'll gain.

SWOT ANALYSIS KEY QUESTIONS



STRENGTHS

What are the team and/or business doing well consistently?
Where do we as a team and/or business excel?
What makes us successful?
What has contributed to our growth over the past few years?
What is your financial position?
How well are we service our clients?
What is our use of technology like?
How effective are our facilities?
Are we strong in sales and marketing?

OPPORTUNITIES

What 'lies around the corner' for us which could be capitalised on if we are prepared?
We could be a better business if...
What are the things we can do ASAP to improve our business?
What calculated risks should we be considering?
What outside influencers or trends could we take advantage of?

WEAKNESSES

What are the recurring problems or things that keep going in the too hard basket?
What weaknesses do we have as a team/business?
What makes us look bad with regard to how we do business?
Plus, ask the strength questions above.

THREATS

What will stand in the way when conducting business in the future or to make the most of opportunities?
What issues could cause us to stumble?
Where are the areas for potential loss of business?
Where are the business areas that we should not take for granted?

DEFINE YOUR NEXT MOVE
YOUR SWOT

YOUR SWOT ANSWERS



STRENGTHS

OPPORTUNITIES

WEAKNESSES

THREATS



THE POWER OF AN IDEA IS IN ITS IMPLEMENTATION

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