



## The SWOT Analysis

**This exercise can be completed as a team. The goal is to audit your current organization in the context of SWOT. Identifying key internal and external issues allows you to more carefully consider and then incorporate them into strategic objectives.**

<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>Threats</b>



# The SWOT Analysis

## Strengths and Weaknesses

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**Strengths and weaknesses are internal conditions, factors, or attributes.** Your recognized expertise in your market space, for example, would be a definite strength. Not having a method for employees to collaborate would be a weakness.

**Answer as many questions as you can, noting whether your response constitutes a strength or a weakness:**

**What does your company do well?** (Note: This question is not narrowly focused on social media. It's a question about your company's value proposition to its customers and your execution and delivery on that value proposition.)

**What does it not do well?**



## The SWOT Analysis

**In what ways does your company use technology to its advantage?** In what ways could the use of technology be improved? (Note: Technology as referenced in this question is information technology in general. How computer literate and software savvy are you, and how are these skills currently being used?)

**How familiar and agile are your employees with technology?** If there is a gap between those who use technology effectively and those who don't, what might explain the gap?



## The SWOT Analysis

**Are there people at your company who already use social media applications in their personal lives?** If you're not sure about this, how difficult will it be to find out?

**Are people at your company using social media tools and applications to do their jobs?** If so, did management introduce these tools or was their adoption and use more casual and organic?



## The SWOT Analysis

**In what ways do you currently communicate with your employees?**

**Does your company encourage and facilitate collaboration among employees? If so, how?**



## The SWOT Analysis

**What role does continuing education and training play inside your company?**

**Are the managers, owners, or others in your business effective trainers and teachers?** How often do they train or teach? What methods do they use?



## The SWOT Analysis

**Would you characterize your company as a fun place to work?** On a 1 to 10 scale, with 10 being the highest score, what would you say is your company's Fun Quotient (FQ)?

**What constitutes entertainment at your company?**



## The SWOT Analysis

**Would you characterize your company as a creative company?** On a 1 to 10 scale, with 10 being the highest score, what would you say is your company's overall creative score?

**Are there people or groups within your organization who would rank especially high on the creative scale, say a 9 or 10?** Do your most creative people tend to work in the same department or area?





## The SWOT Analysis

**Are you able to describe your business in the context of its content?** Please explain.

**What is your personal expertise?** Do you believe that expertise is understood and recognized within your organization? What about the expertise of others at your company?



## The SWOT Analysis

**How many social media tools were you familiar with when you completed the Social Media Awareness exercise?** How does this compare to others at your company?

**How many social media tools listed in the Social Media Awareness exercise have you used or do you currently use?** How does this compare to others at your company?



## The SWOT Analysis

**Are you using social media tools for business or personal reasons?** How does this compare with others at your company?

**With respect to internal value, how many social media tools did your rate as a 3 or 4 on the Tool Scorecard Chart in this chapter?** How does this compare with others at your company?



# The SWOT Analysis

## Opportunities and Threats

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**Opportunities and threats are external conditions, factors, or attributes.** Let's say you run a bicycle messenger service in Manhattan and rely upon cell phones to stay in touch with your couriers. A new cell phone feature that puts a GPS tracking device into each phone would be an opportunity for your company because you could track all of your couriers on your computer. This could greatly improve efficiency and productivity. If, on the other hand, you are a manufacturer of hand-held GPS devices, this new cell phone application constitutes a threat to your business.

**Answer as many questions as you can, noting whether your response constitutes a strength or a weakness:**

**What do your customers value most about your company?** How do you know this? Do you have a way of measuring it?

**What do your customers value the least about your company? How** do you know this? Do you have a way of measuring it?



## The SWOT Analysis

**How familiar and agile are your customers with technology?** If there is a gap between those who use technology effectively and those who don't, what might explain the gap?

**Do you have customers who already use social media applications in their personal lives?** If you're not sure about this, how difficult will it be to find out?



## The SWOT Analysis

**Do you have customers who use social media tools and applications to do their jobs?**

**In what ways do you currently communicate with your customers?** How effective is this communication? Do you have a way of measuring it?



## The SWOT Analysis

**What lifestyle trends or factors are affecting your customers?**

**Do you seek feedback from your customers? If so, how?**



## The SWOT Analysis

**Do you collaborate with your customers? If so, how?**

**What factors influence your customers' decisions to do business with you?**





## The SWOT Analysis

**Do your customers rely on your company to educate them about things? What kind of things? How are you currently doing this?**

**How important do you believe it is to educate your customers?**



## The SWOT Analysis

**Complete this sentence: Our customers love us because . . .**

**Complete this sentence: Our customers dislike us because . . .**



## The SWOT Analysis

**Complete this sentence: Our customers like one of our competitors better because . . .**

**What do your competitors do better than you do?**



## The SWOT Analysis

**Do your customers rely upon your expertise as part of their business relationship with you?**

**Do you believe that your expertise is sufficient to meet their needs?** How are they currently getting access to that expertise? What about access to the expertise of others at your company?



## The SWOT Analysis

**How do you think your customers view your competitors with respect to expertise?**

**Does any part of your business relationship with your customer depend upon your ability to help them have a good time or enjoy their experience with your product or service?**



## The SWOT Analysis

### Completing the SWOT Analysis

**The social media SWOT analysis questions just presented to you can be handled in different ways.** You can read and ponder them by yourself. You will likely know with some certainty the answers to many of the questions, and for some you may have to speculate. If you want to take your analysis to another level, you can involve your colleagues and even your customers. You can survey them. You can conduct or commission an online focus group. Or you can create one or more types of forums to aggregate their feedback. Whatever you choose, your goal should be to organize the responses in a way that you can more effectively analyze them.

**The traditional SWOT analysis relies on a quadrant figure similar the one in Figure 40.1.** By placing responses in each of the quadrants, you begin to create a visual picture of your current situation. One trick is to use a flip chart with the quadrant chart in place and different colored dots to represent the strengths, weaknesses, opportunities, and threats. You can then number and record your responses individually in a spreadsheet or other document. You can also do the same thing using a collaborative online tool such as Adobe Connect and a drawing application.

**It's advisable to write a brief Executive Summary that puts your SWOT analysis into a format that you and others in your organization can use as you begin to create and implement strategies.**

You can see samples of Executive Summaries at:

<http://www.contentconnections.com/SMBible/sampledocs>

