

SHORT TERM SWOT



This Adaptive Short Term SWOT exercise defines the current state of your organization based on four elements: Strengths, Weaknesses, Opportunities and Threats. Identify 3-5 items for each SWOT element based on the descriptions below. Provide very specific and detailed answers. For example, instead of saying, "Communication" is a Weakness, a more specific answer might be "Communication between remote teams is lacking and is slowing us down." We need to define the top, few, most important areas in order to focus and build plans for them, then execute like never before.

STRENGTHS (INTERNAL)

What are the internal capabilities, attributes, skills and/or assets within your control that you need to ensure you are protecting, more than ever, in this short term period?

1.

2.

3.

4.

5.

OPPORTUNITIES (EXTERNAL)

What trends and opportunities are showing up that could help the organization grow faster, be more profitable, and/or become more valuable? Where could we shift our solutions? Who could become our customer?

1.

2.

3.

4.

5.

WEAKNESSES (INTERNAL)

What internal factors within your control (even if you feel like they may not be) are the more immediate weaknesses that we can work to lessen and or eliminate right now?

1.

2.

3.

4.

5.

THREATS (EXTERNAL)

What threats exist externally beyond your control that are hurting or could hurt the ability of the organization to operate and/or be profitable? Threats usually are not fully eliminated, but steps can be taken to mitigate their impact.

1.

2.

3.

4.

5.

