

SWOT ANALYSIS

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STRENGTHS:

- Core competencies?
- What asset is the strongest?
- What differentiates you from your competitors?
(Secret sauce)
- Talent Management assessed?
- Is your business debt free or have a better debt structure than your competitors?
- Do you have a broad customer base?
- What unique resources do you have?
- Sustainable competitive advantage?

WEAKNESSES:

- Barriers to entry?
- What areas do you need to improve on?
- What necessary skills/experience are needed or are retiring?
- In what areas do your competitors have an edge?
- Customer diversity?
- Do you have adequate cash flow to sustain you?
- Do you have adequate profit levels?
- New products?
- Are you over-leveraged (too much debt)?

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OPPORTUNITIES:

- External trends impacting the industry?
- What external changes present interesting opportunities?
- Is there talent located elsewhere that you might be able to acquire?
- Is there an unmet need/want that you can fulfill?
- Are there trends emerging that you can profitably service?
- Refinance your debt?

THREATS:

- A better equipped competitor in your market?
(funding, talent, mobility, etc.)
- Stagnant Board of Directors?
- Could key staff be poached by a competitor?
- Is your intellectual property properly secured
(trademarks, copyrights, firewalls, data security plans, etc.) against internal & external theft & loss?
- Could third parties in your development process possibly derail your delivery schedule?

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