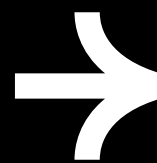


# **MASTERING SWOT ANALYSIS IN 6 STEPS**



01

# PREPARATION AND DATA COLLECTION



02 **INTERACTIVE  
WORKSHOPS WITH  
VARIOUS  
FUNCTIONAL  
DEPARTMENTS**



03

# **ANALYZE THE INTERNAL AND EXTERNAL ENVIRONMENT**



04 **ORGANIZE THE  
INFORMATION  
INTO A SWOT  
MATRIX**



05

# DERIVE THE CHANGE FACTORS



06

# REVIEW AND UPDATE



# YOUR TRUSTED PARTNER

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