



SWOT Analysis

Performance
Pathways Consulting W.L.L

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What is SWOT Matrix



It is one of the strategic analysis tools used to assess the internal and external situation of an organization, project, or any other entity. Its purpose is to identify strengths, weaknesses, opportunities, and Challenges (threats) to assist decision-makers in developing effective strategies.

The Importance of SWOT Analysis



01

Providing a comprehensive overview of the current situation.

02

Enhancing resource utilization and strengthening competencies.

03

Supporting strategic decision-making based on accurate data.

04

Identifying risks and challenges early.

Steps for Implementing SWOT Analysis



Preparation and Data Collection

interactive Workshops with Various Functional
Departments

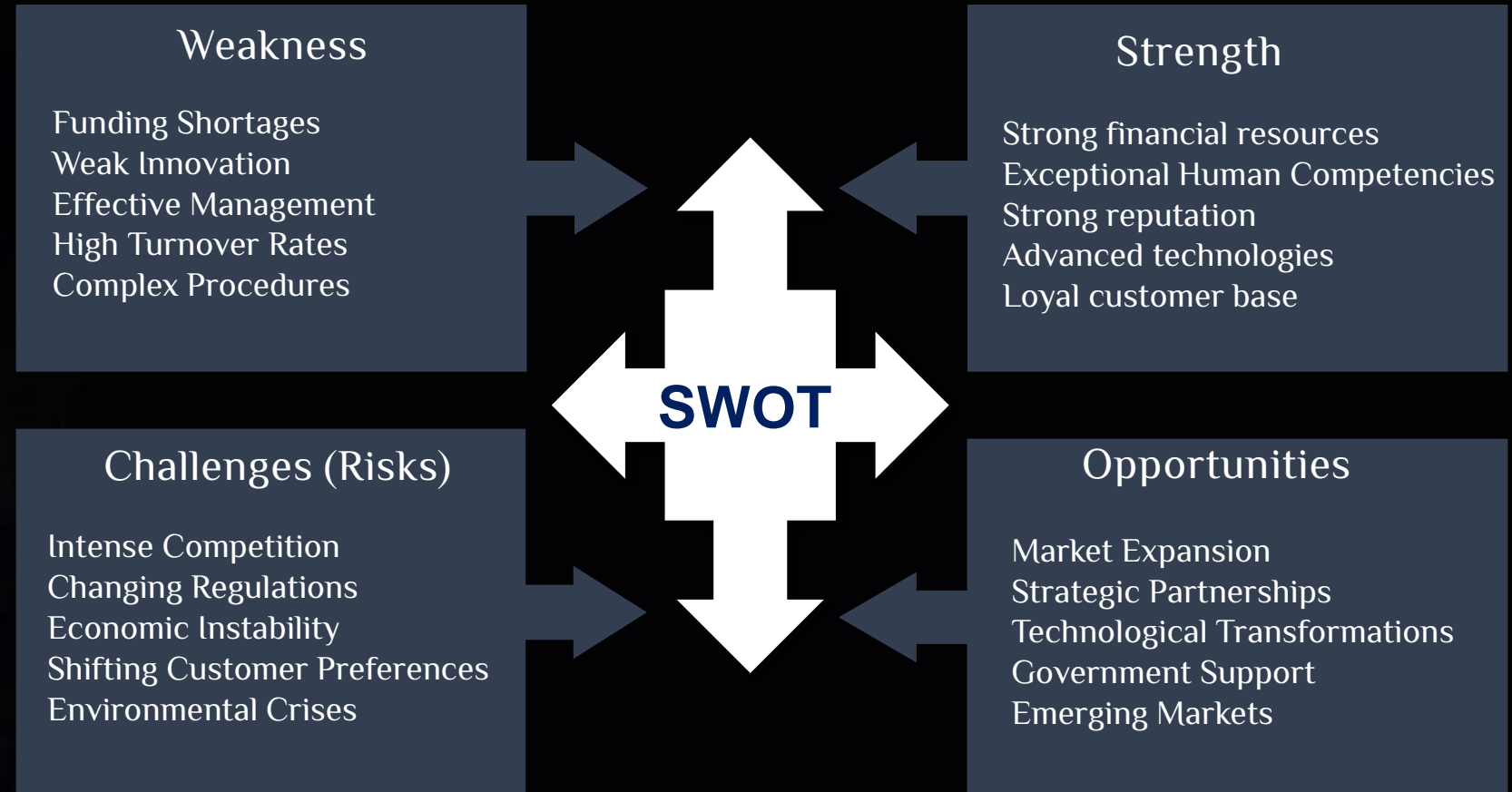
Analyze the Internal Environment and the
External Environment

Organize the Information into a SWOT Matrix

Derive the Change Factors

Review and Update

Example



SWOT Matrix Outputs

The results of the SWOT matrix constitute one of the key inputs for identifying drivers of change, which in turn define the change agenda and subsequently the strategic directions.



- 1 How can we leverage strengths to seize opportunities?
- 2 How can we address weaknesses to take advantage of opportunities?
- 3 How can we leverage strengths to overcome challenges?
- 4 How can we minimize weaknesses to overcome challenges?

Does your organization need an external perspective to objectively identify problems and opportunities and achieve better results?

Performance Pathways is Your Ideal Partner

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