



SWOT Analysis

Performance

Pathways Consulting W.L.L

www.performanceconsulting.org



01 What is SWOT

The Importance of SWOT

O3 Steps for Implementing SWOT Analysis

04 SWOT Matrix Outputs

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

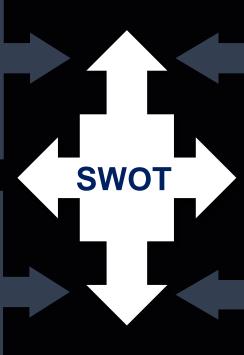


Weakness

Funding Shortages
Weak Innovation
Effective Management
High Turnover Rates
Complex Procedures

Challenges (Risks)

Intense Competition
Changing Regulations
Economic Instability
Shifting Customer Preferences
Environmental Crises



Strength

Strong financial resources
Exceptional Human Competencies
Strong reputation
Advanced technologies
Loyal customer base

Opportunities

Market Expansion Strategic Partnerships Technological Transformations Government Support Emerging Markets

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?
- How can we leverage strengths to overcome challenges?
- 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

Kingdom of Bahrain, Manama

Seef District (Seef Mall), Office 1390, Building 2102 Road 2825, Block 428 E-Mail info@performanceconsulting.org

Contact +973 38055999

FOLLOW US TO NEVER MISS AN UPDATE

