

Performance today

How well are you achieving
your company's vision?



How well are you achieving your company's vision today?

As your company
stands today, use a
SWOT analysis to
create a picture that
identifies information
that can help you
answer this question.

What is a SWOT analysis?

SWOT analysis is used in strategic planning to help discover the strengths and weaknesses within an organisation (Internal) and to identify opportunities and threats outside the control of the company (external). The tool supports the investigation, delving deep into the company step by step and can support early forms of decision making. Using this tool you would use a specific question to be answered and use the information as part of strategic planning process.

Why create a SWOT analysis? A SWOT is used for many reasons and seeks to understand the ability of a company to perform against a certain goal that has been set. During the review you would look at where you are most effective and identify weaknesses and blocks to you being able to achieve the desired outcome. It's important to start with a specific question you want to answer and these can range from strategic planning, setting goals developing new markets, making improvements or to make a specific decision.

Why is the information gathered important and how will it be used in your growth journey? During level 1 you will be completing 3 SWOT analysis to help you understand more about what is affecting the growth of your company. As we learn more about purpose-led in modules 2-4 we add in different questions enabling you to explore a broader view on creating growth.



For this SWOT, with your growth vision in mind, you will be asked “how well are you achieving your company’s vision? Refer to your vision of growth from unit 1 in order to Assess your current situation and to answer whether you can reach your current growth goals.

What do you need

1. Your growth vision from module 1
2. Your team: although not essential, sitting down with your direct team and using the SWOT is a good way to connect people into a new direction early on

The picture you create here will be used in module 5 to assess factors that can affect achieving your vision and perhaps support or maybe challenge your current goals and direction.

TIP 1 Brainstorm

For each category, brainstorm first, however make sure you are truly answering the question, record all comments on a flip chart for example. To ensure equal contribution try giving everybody a post note pad and spend 2 minutes at the beginning of each category writing down all the ideas and then use these to build upon, this way everybody gets a chance to speak and contribute and these initial moments are not about viability you evaluate and consolidate into the correct statements next.

TIP 2 Consolidate

When evaluating the answers do it as one team be careful not to discard answers as similar, avoid lumping similar ideas into one, investigate what the meaning is, sometimes it's the slightly different interpretation that can be explored further that makes the winner.

TIP 3 Be specific

Post notes or ideas such as "great people" or "ontime suppliers" don't answer the question.

TIP 4 Summarise

You are trying to build to your final version of the SWOT #1 each idea should be a one sentence summary of the ideas identified but they shouldn't be so generic that they could apply to any company in your industry.

TIP 5 Clarify

When you are in the room with everybody, don't make the mistake of grabbing the flipcharts and thinking you have enough information to do it yourself. Go down the consolidated list item by item and ask, "What do we mean exactly?" Clarify any items that participants have questions about.

TIP 6 Focus on the process

Restrain the team from talking about solutions at this point in the process this is SWOT #1!

TIP 7 Prioritise

Choose the three to six most important strengths that are most relevant to your vision objective, make sure you test for consensus, there is nothing worse for beginning a new journey with people who feel they have not been heard. This is a great opportunity to begin building upon unity.

Strengths

What strengths does your organisation have to deliver in your vision? These can be tangible or intangible.



Achieving your current vision

What is working well for you right now:
people, product, service?

Capabilities and resources that enable
your company to perform well

What is unique about what you do,
perhaps you have something that nobody
else does in your industry, what do you
do exceptionally well?

What's the story of your brand and the
impact you wish to achieve?

What do your customers love about what
you do?

Identify strengths

Identify strengths

Weaknesses

What prevents you from achieving your vision, what about your organisation falls below the standards that you wish, blocking the seamless growth journey?



Achieving your current vision

What do your products and service lack that would make your customer go elsewhere?
What part of what you do would make your customer go elsewhere?

Why have you not achieve your vision so far?

What do your competitors do much better than you. What resources (people or process) do you lack?

What are the immediate blocks and issues?

Sometimes a strength can be seen as a weakness as well. Well embedded competencies can sometimes block new partnerships for example

Identify weaknesses

Identify weaknesses

Opportunities

What opportunities arise from your external environment, the things that you cannot control however represent situations that would benefit your growth?



Achieving your current vision

Are there changes in the market or movements in the industry to achieve better value propositions/ change in regulations?

What was a great idea that we haven't had a chance to do in the past?

What would be the ideal opportunity to make the most impact towards your vision? Where can we challenge the norm?

What are our competitors ignoring that we can take as our opportunity?

Identify opportunities

Identify opportunities

Threats

What are the challenges for your organisation that are outside the environment that you control that will influence your growth path?



Achieving your current vision

Who are our competitors (including substitutes) that are doing things differently or starting to be more active in certain areas?

What part of our value chain process is under pressure or under delivering?

Potential increased costs or external factors affecting the process?

Are there areas of our company than are not working well yet draining bottom line?

Identify threats

Identify threats

SWOT #1 |

Analysis overview

Strengths

Weaknesses

S W
O T

Opportunities

Threats

SWOT #1 summary

Your SWOT analysis will have given you some things to think about. Let's take these thoughts and be clear on what they mean in making the difference you wish to make.

How well are you achieving your company's vision today?



Explaining your SWOT analysis to a friend or stakeholder



The SWOT analysis you completed in the last unit is intended to give you clarity on where your strengths lie and how you will leverage your opportunities, manage your weaknesses and be prepared for the potential threats to answer our question: **‘How well are you achieving your company’s vision today?’**

As much as your SWOT summary diagram can be to hand, having an overview of the key learnings and observations in the back of your mind will enable you to prioritise and take the decisions you need in the moment. It’s how you can see where your alignment is strong and where and why it might not be.

What has it told you and what to do now:

Imagine you’re sat with a friend, think about what you took away from the SWOT analysis and explain to them in simple terms ‘How well are you achieving your company’s vision today?’

To prepare, write it down on the next slide and try to read it outloud in under 3 minutes.

How well are you achieving your company’s vision today?

Explain in
simple terms:

...

Explain in
simple terms:

...

Explain in
simple terms:

...