

SWOT Analysis Template

State what you are assessing here _____

(This particular example is for a new business opportunity. Many criteria can apply to more than one quadrant. Identify criteria appropriate to your own SWOT situation.)

Template is from GWU EMSE 6001-HI4: The Management of Technical Organizations (Fall 2013).

Criteria examples

Advantages of proposition?
Capabilities?
Competitive advantages?
USP's (unique selling points)?
Resources, Assets, People?
Experience, knowledge, data?
Financial reserves, likely returns?
Marketing - reach, distribution, awareness?
Innovative aspects?
Location and geographical?
Price, value, quality?
Accreditations, qualifications, certifications?
Processes, systems, IT, communications?
Cultural, attitudinal, behavioural?
Management cover, succession?
Philosophy and values?

Strengths

A strength is something a firm does well or a characteristic that enhances its competitiveness.

- Valuable competencies or know-how
- Valuable physical assets
- Valuable human assets
- Valuable organizational assets
- Valuable intangible assets
- Important competitive capabilities
- An attribute that places a company in a position of market advantage
- Alliances or cooperative ventures with capable partners

Weaknesses

A weakness is something a firm lacks, does poorly, or a condition placing it at a disadvantage.

- *Resource weaknesses* relate to
 - Deficiencies in know-how or expertise or competencies
 - Lack of important physical, organizational, or intangible assets
 - Missing capabilities in key areas

Criteria examples

Disadvantages of proposition?
Gaps in capabilities?
Lack of competitive strength?
Reputation, presence and reach?
Financials?
Own known vulnerabilities?
Timescales, deadlines and pressures?
Cashflow, start-up cash-drain?
Continuity, supply chain robustness?
Effects on core activities, distraction?
Reliability of data, plan predictability?
Morale, commitment, leadership?
Accreditations, etc.?
Processes and systems, etc.?
Management cover, succession?

Criteria examples

Market developments?
Competitors' vulnerabilities?
Industry or lifestyle trends?
Technology development and innovation?
Global influences?
New markets, vertical, horizontal?
Niche target markets?
Geographical, export, import?
New USP's?
Tactics: e.g., surprise, major contracts?
Business and product development?
Information and research?
Partnerships, agencies, distribution?
Volumes, production, economies?
Seasonal, weather, fashion influences?

Opportunities

Opportunities most relevant to a company are those offering:

- *Best prospects for profitable long-term growth*
- *Potential for competitive advantage*
- *Good match with its financial and organizational resource capabilities*

Threats (External Risks)

- Emergence of cheaper/better technologies
- Introduction of better products by rivals
- Intensifying competitive pressures
- Onerous regulations
- Rise in interest rates
- Potential of a hostile takeover
- Unfavorable demographic shifts
- Adverse shifts in foreign exchange rates
- Political upheaval in a country

Criteria examples

Political effects?
Legislative effects?
Environmental effects?
IT developments?
Competitor intentions - various?
Market demand?
New technologies, services, ideas?
Vital contracts and partners?
Sustaining internal capabilities?
Obstacles faced?
Insurmountable weaknesses?
Loss of key staff?
Sustainable financial backing?
Economy - home, abroad?
Seasonality, weather effects?

INCOSE-HRA SWOT – Part 1 – WED 19AUG15

State what you are assessing here: the status of the INCOSE-HRA Chapter.

Strengths-Internal

1. Three ESEPs in our Chapter as well as John Clark--Systems Engineering Expertise.
2. Access to INCOSE INFO.
3. HII-CA Member.
4. Academic Support.
5. Certification program (INCOSE ASEP/SEP/ESEP).
6. INCOSE Working Group Leaders (Willie, John Clark).
7. Business relationships.
8. Our people.

Weaknesses – Internal

1. Retention.
2. Access to Chapter areas of INCOSE INFO.
3. Not the go to place for SE education-not known as an SE resource (certification, education, practice).
4. Communication--e-mail.
5. Lack of understanding of what SE can do for a business.
6. Our use of INCOSE National tools (Vision 2025).
7. Our understanding of our membership demographics.
8. Value for members-local-networking-social.
9. Website access/SharePoint implementation.
10. Accountability--Board members (time, discipline, posture, expectations, direction).
11. Reputation-perception.
12. Lack of student involvement.
13. Member participation.
14. Participating member diversity.
15. Relevance of speakers/program.
16. More BoD face-to-face meetings--less Telecom meetings.
17. Outcome or output of HRA.
18. Not embracing new ideas.
19. Record keeping/record visibility.
20. Small number of people doing the work of the Chapter.
21. Not using liaisons (corporate, university, government) effectively.
22. Refresh Mission Statement.

Opportunities – External

1. Large potential for members due to several companies in the HRA that use SE (HII, NASA, NGIT).
2. Training program for certification. Coaching for application.
3. Chapter sponsor potential (corporate, universities). Put sponsor INFO on our website.
4. Value of certification in the job market.
5. International INCOSE membership.
6. Interface with other professional organizations--PMI, IEEE, ASQ, ASME, SOLE, SNAME, and SWE.
7. Honorary BoD members-no requirements.
8. Members are invisible--how do we involve them?
9. Large student population.
10. Speaker opportunities.
11. New logo.
12. New signs and banners.
13. Conduct member survey.

Threats – External

1. HII Tuition Reimbursement program.
2. Certificate reimbursement.
3. General understanding of SE and its value to a business.
4. INCOSE penetration into Military.
5. Integration of PM and SE processes.
6. Lost SE term to the IT world.
7. Appearance of lack of leadership support.
8. .Economy-HII layoffs.
9. Technology pushes lack of interest.
10. Volunteer.
11. Lack of Chapter momentum.

Parking Lot Items

1. HII not utilizing SE to its full potential.
2. Potential of 75 members relative to potential weakness.

Next month – SWOT Meeting, Part 2. Make Action Plans. Pizza.