

TOP 10

**ways to
improve your
SWOT analysis**



Rethinking Strategy and Risk

1. Gather comprehensive data:

Conduct thorough research to gather accurate and up-to-date information about your organization, industry, competitors, and market trends.

2. Involve key stakeholders:

Engage diverse stakeholders, including employees, managers, customers, and industry experts, to gain multiple perspectives and insights.

3. Prioritize key factors:

Identify and prioritize the most significant strengths, weaknesses, opportunities, and threats based on their potential impact on your business. Be specific and precise: Provide concrete examples and avoid generalizations when identifying and describing each element of the SWOT analysis.

4. Be objective and unbiased:

Maintain an impartial viewpoint and base your analysis on factual evidence rather than personal biases or assumptions.

5. Focus on external factors:

Give equal attention to external factors such as market trends, competition, regulatory changes, and technological advancements to identify potential opportunities and threats.

6. Utilize visual representations:

Use visual tools like SWOT matrices or diagrams to present your analysis in a clear and organized manner, enhancing understanding for stakeholders.

7. Incorporate a PESTLE analysis:

Assess political, economic, social, technological, legal, and environmental factors to gain a comprehensive understanding of the external influences on your business.

8. Integrate a ROWS matrix:

Align your SWOT analysis with actionable strategies by evaluating the reality (strengths and weaknesses), identifying opportunities, and developing solutions.

9. Conduct regular reviews:

Keep your SWOT analysis up-to-date by reviewing and updating it periodically to reflect changes in your business environment.

10. Foster collaboration:

Encourage teamwork and collaboration during the analysis process to generate diverse perspectives and ideas.



Email: info@flipview.co Phone: +64 9369 1616 www.flipview.co