Vision & Strategy

DeuSComp Lesson #4

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SWOT analysis

Deus creative knowledge platform > Resources > Interesting Reads > Visioning and SWOT: Strategies to succeed in Work and Life

The ability to perform visioning (developing a mission, vision, and values) and S.W.O.T. analyses are critical skills for both organizational and personal success.

You can engage in visioning and S.W.O.T, personally or as an organization, before you commit to any sort of action. This could be starting a new project, assessing a new job opportunity, exploring a new business partnership, revamping internal company policies, considering opportunities to pivot in life or at work, or altering a plan midway through its execution. You can also engage in either of these processes periodically to refresh your memory and re-align with your goals.

SWOT analysis is a strategic planning model that helps individuals as well as projects identify where they are doing well and where they can improve, both from an internal and external perspective. It is an acronym for "**S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats", which enables to assess one's/projects' strengths (S) and weakness (W) and to identify personal/business opportunities (O) and possible treats (T). A strength may be something that the individual/enterprise does well, or an asset, skill, or network of contacts employed. In addition, strengths can be anything that is "going well" for the individual/enterprise, including core competencies.

A weakness is the opposite of a strength, something that is not performed as well as necessary or that is not going well, at all. It may be something, which is lacking or missing from the individual/project.

An opportunity is an identified chance to exploit a strength and to pursue a strategy to benefit the performance of the individual/enterprise. Typically, weaknesses present opportunities. Market forces, trends, or other external influences can also create opportunities. A threat is a possible cause of poor performance, arising from an identified weakness, and/or anything external to the individual/enterprise.

A SWOT analysis can be performed to develop an understanding of the existing gaps, between explicit and implicit visions and between today's vision and that required by the working vision. Using the SWOT technique, the strategic gaps or barriers that may block achievement of the current explicit vision and the future working vision are highlighted and differentiated.

It involves specifying the objective and then identifying the internal and external factors that are favourable and unfavourable to achieve that objective.

	Helpful to achieving the objective	**Harmful** to achieving the objective
Internal	*Strengths* Attributes that are helpful to achieving your goal/s	*Weaknesses* Attributes that are harmful to achieving your goal/s
External	*Opportunities* External conditions that are helpful to achieving your goal/s	*Threats* External conditions that are could do damage to the goal/s

Note that there are four factors in the SWOT analysis:

Helpful — Strengths and Opportunities

Harmful — Weaknesses and Threats

Internal — The Strengths and Weaknesses are internal to the project/one's personal life

External — The Opportunities and Threats are external to the organization/one's personal life

See the example below: ***Hiring a summer intern***

	Helpful to achieving the objective	**Harmful** to achieving the objective
Internal	*Strengths* • Energetic and hard working • Up on the latest technology • Cost effective	*Weaknesses* • Takes time to train them • They have to go back to school at the end of the summer • They're still learning
External	*Opportunities* • Learn about hip music and TV shows • Learn new slang • They could turn into full-time employees	*Threats* • They could fall asleep at their desk • They might cut out early on a Friday to go to a music festival • They use your training to get hired at a rival company

Develop your SWOT analysis

Deus creative knowledge platform > Resources > Toolkit > Business Development > Online SWOT Analysis Creator - The Easiest Way to Create SWOT Diagrams Online

First, let us take a quick glance again at each element of S.W.O.T.

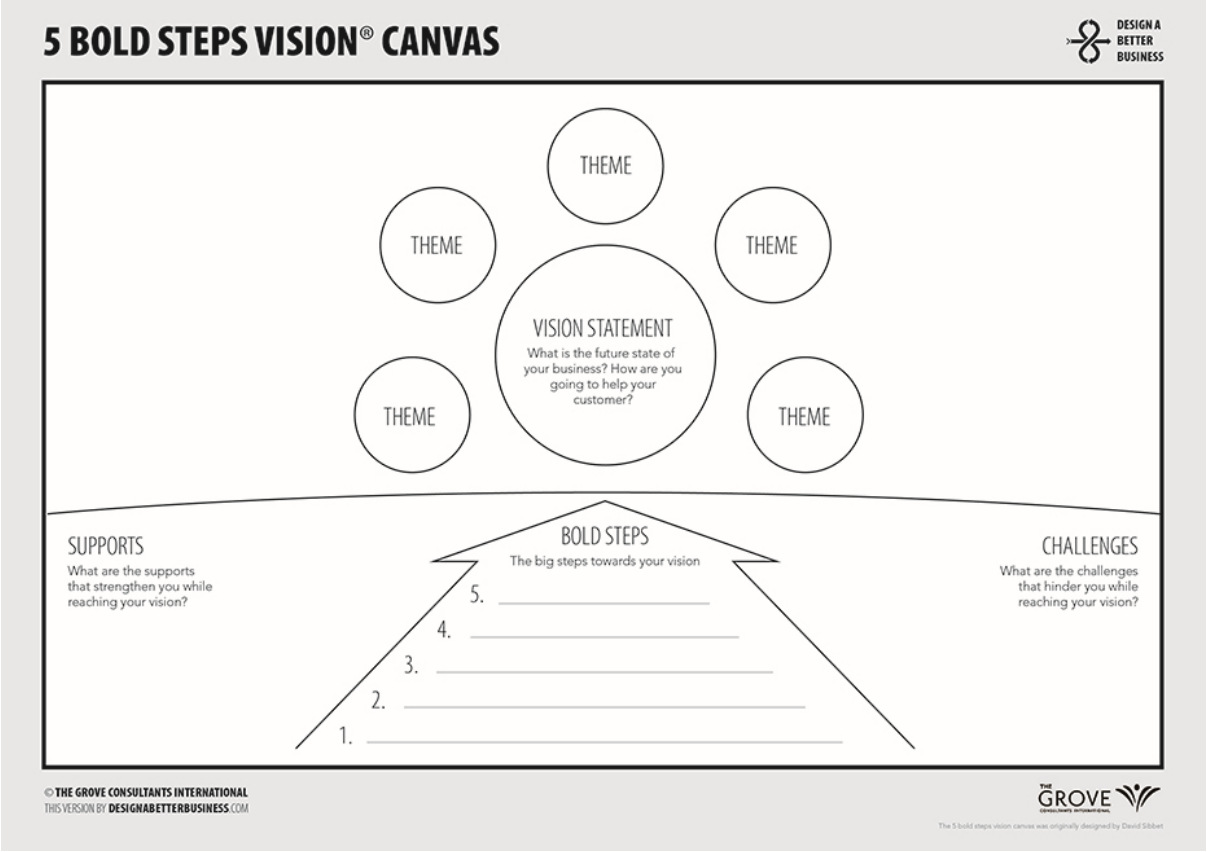
- **Strengths:** What are the best features of your product/service? What do you offer people that others cannot or do not?
- **Weaknesses:** What are some average features of your product/service that others do much better?
- **Opportunities:** What are some areas that your company could thrive in that it is not currently taking advantage of?
- **Threats:** What are some external factors—competitors, consumer demand, economic conditions—that could make it more difficult for your business to succeed?

You will notice that the first two letters focus on things that you have some control over internally, while the last two focus on external, environmental conditions that your organization will have to respond to.

	Helpful to achieving the objective	**Harmful** to achieving the objective
Internal	*Strengths* •	*Weaknesses* •
External	*Opportunities* •	*Threats* •

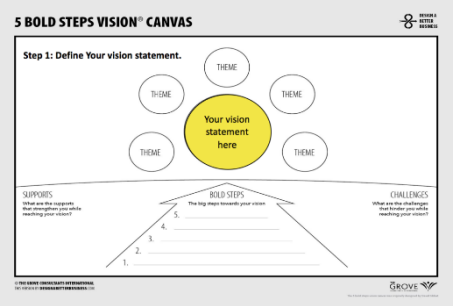
The 5 bold steps vision canvas

Deus creative knowledge platform > Resources > Toolkit > Business Development > How to design your vision on 1 page

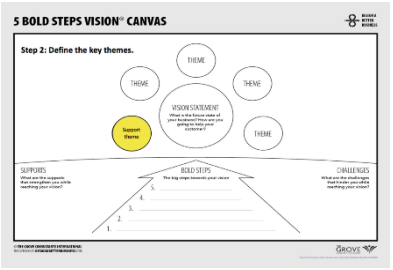


Strategic decisions are surely based on a clear vision and focus on daily activities and goals aimed at realising that ultimate vision. This is the successful process ensuring not only everyone's engagement and active participation to work towards the set goals, but also preventing harmful waste of time, energies and resources.

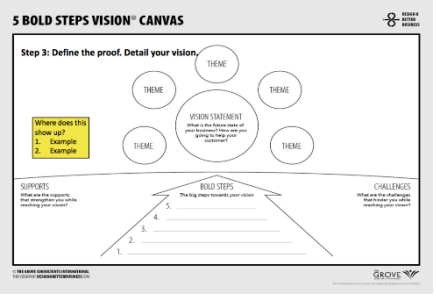
This simple but effective “5 Bold steps vision canvas” supports anyone in identifying a clear vision through 4 key steps:



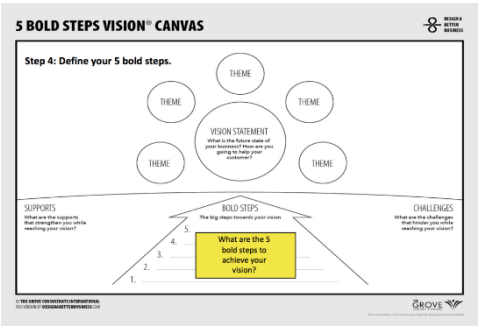
1. First, write your short vision statement



2. Then, clearly identify and describe in few words the key themes supporting your vision



3. It is time to give examples (not to clearly tell) of how and where your vision is proved right.



4. Identify and define the 5 bold steps needed to get to your vision. t is time to give examples (not to clearly tell) of how and where your vision is proved right.

5. Finally, validate and tell the story by putting together all steps starting from the the vision and from the left hand side each theme and the supporting examples ending with the 5 bold steps

Online tools

Kanban Framework

Deus creative knowledge platform > Resources > Toolkit > **Business Development > Project Management Workflow Template**

Balanced scorecard

Deus creative knowledge platform > Resources > Toolkit > **Project Management > Balanced Scorecard Template**