

“Wisdom of Hindsight”

Business webinar series

S.W.O.T

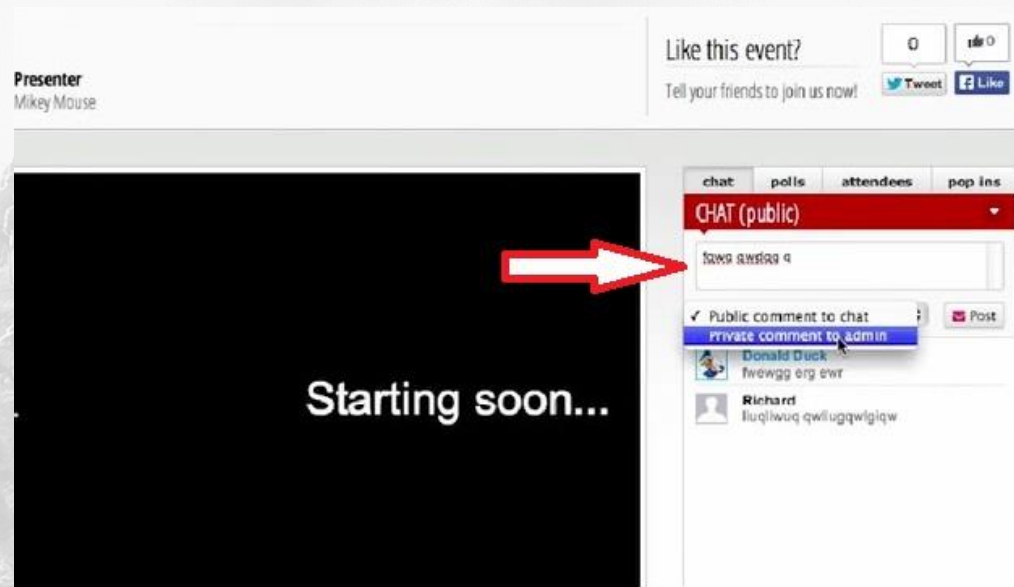
The Most Crucial Business Process

Presenters: Rob Chiarolli and Paul Thewlis



Housekeeping

- To ask a question, simply click in the Chat window



- Replay available after the webinar
- Slides will be made available, so enjoy the content and simply jot down your action items

SWOT



Perspective

*“Feed a man a fish
and he lives for a day.
Teach a man to fish
and he lives a lifetime.”*

Chinese Proverb

Perspective



SWOT – Why?

- Help provide a clear focus for you and your business
- Set you aside from your competition
- Identify opportunities you can exploit
- Eliminate threats that could undermine your business
- Carve a sustainable niche

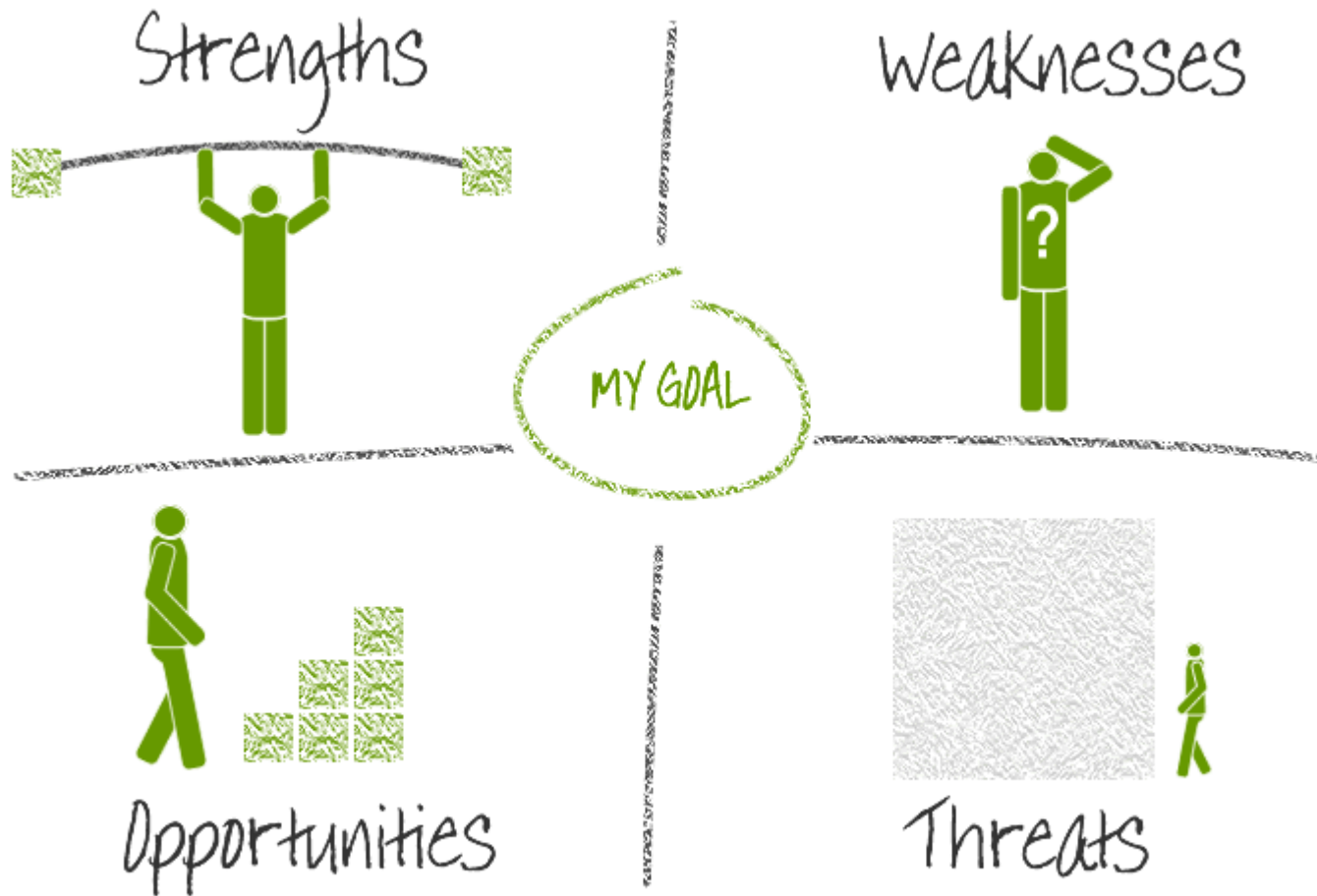
SWOT – Why?

- Kick start your strategy formation.
- Used in a sophisticated and comprehensive way a SWOT Analysis is a serious strategy development tool.

SWOT – Why are they done poorly?

- Not enough time and resources given
- Too generalised, un-focussed
- Routine and expected task – becomes mundane
- Quantity over quality
- Actions don't follow – not specific enough

Typical SWOT Layout





STRENGTHS

- What do you do better than anyone else?
- What unique or low-cost resources do you have?
- What do your clients see as your strengths?
- What will mean you get the sale?
- What sets you apart from your competitors?

WEAKNESSES



- What can be improved?
- In what areas do your competitors have the edge over you?
- What necessary expertise/manpower do you currently lack?
- What causes you to lose sales?
- What would your customers say are your weaknesses?

OPPORTUNITIES



- What trends do you see in the industry?
- What external political, environmental, social and technological (PEST Analysis) changes present interesting opportunities?
- What have you seen in the news recently that might present an opportunity?



THREATS

- What obstacles do you face?
- What is the competition doing that you're not?
- What external political, environmental, social and technological (PEST Analysis) changes could adversely affect your business?

SWOT - How

INTERNAL FACTORS	STRENGTHS What are your strengths you can build on?	
	WEAKNESSES What weaknesses can be strengthened?	
EXTERNAL FACTORS	OPPORTUNITIES What opportunities can be capitalised on?	
	THREATS What threats need to be reduced to avoid your business failing?	

SWOT - How

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The diagram illustrates the relationship between internal and external factors in a SWOT analysis. A green arrow curves from the Strengths section to the Opportunities section, indicating that internal strengths can be leveraged to capitalize on external opportunities. A red arrow curves from the Weaknesses section to the Threats section, indicating that internal weaknesses can be exacerbated by external threats. The Threats section is marked with a large red 'X', suggesting a critical area of concern or a warning.

SWOT - How

INTERNAL FACTORS	STRENGTHS What are your strengths you can build on?	Fishing this river for 20 years Know which fish prefer which bait
	WEAKNESSES What weaknesses can be strengthened?	
EXTERNAL FACTORS	OPPORTUNITIES What opportunities can be capitalised on?	
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SWOT - How

INTERNAL FACTORS	STRENGTHS What are your strengths you can build on?	Fishing this river for 20 years Know which fish prefer which bait
	WEAKNESSES What weaknesses can be strengthened?	Arthritic shoulder
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SWOT - How

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EXTERNAL FACTORS	OPPORTUNITIES What opportunities can be capitalised on?	Fresh water run off increasing fish numbers Good previous breeding season
	THREATS What threats need to be reduced to avoid your business failing?	

SWOT - How

INTERNAL FACTORS	STRENGTHS What are your strengths you can build on?	Fishing this river for 20 years Know which fish prefer which bait
	WEAKNESSES What weaknesses can be strengthened?	Arthritic shoulder
EXTERNAL FACTORS	OPPORTUNITIES What opportunities can be capitalised on?	Fresh water run off increasing fish numbers Good previous breeding season
	THREATS What threats need to be reduced to avoid your business failing?	Popularity of river is growing Conservation regulations being tightened

SWOT – Strategy Development

- Arrive early at known successful spots
- Purchase long, flexible rod to aid casting
- Get best available bait
- Focus on one fish variety based on bait choice

SWOT – Strategy Development

- To really develop high end strategies do a SWOT for your competitors too:
 - **What are their strengths?**
 - **What are their weaknesses?**
- Ask yourself, what will they do to take advantage of your weaknesses?
- What can you do to take advantage of their weaknesses?

SWOT – Consulting Firm

INTERNAL FACTORS	<p>STRENGTHS</p> <p>What are your strengths you can build on?</p>	<ul style="list-style-type: none"> • We are able to respond very quickly as we have no red tape, and no need for higher management approval. • We are able to give really good customer care, as the current small amount of work means we have plenty of time to devote to customers. • Our lead consultant has strong reputation in the market. • We can change direction quickly if we find that our marketing is not working. • We have low overheads, so we can offer good value to customers.
	<p>WEAKNESSES</p> <p>What weaknesses can be strengthened?</p>	<ul style="list-style-type: none"> • Our company has little market presence or reputation. • We have a small staff, with a shallow skills base in many areas. • We are vulnerable to vital staff being sick, and leaving. • Our cash flow will be unreliable in the early stages.
EXTERNAL FACTORS	<p>OPPORTUNITIES</p> <p>What opportunities can be capitalised on?</p>	<ul style="list-style-type: none"> • Our business sector is expanding, with many future opportunities for success. • Local government wants to encourage local businesses. • Our competitors may be slow to adopt new technologies.
	<p>THREATS</p> <p>What threats need to be reduced to avoid your business failing?</p>	<ul style="list-style-type: none"> • Developments in technology may change this market beyond our ability to adapt. • A small change in the focus of a large competitor might wipe out any market position we achieve.

Strategies

As a result of their SWOT Analysis, the consultancy may decide to:

- Specialise in rapid response
- Provide good value services to local businesses and local government
- Target marketing in selected local publications to get the greatest possible market presence for a set advertising budget, and
- Keep up-to-date with changes in technology.

SWOT – PT vs Gym

INTERNAL FACTORS	STRENGTHS What are your strengths you can build on?	<ul style="list-style-type: none"> • Highly trained • Large list of satisfied clients • Testimonials from noted sports people • Communicate easily with clients and build strong rapport • Clients average engagement is for over 12 months • Low overheads 	<ul style="list-style-type: none"> • Covered facilities available 24/7 • Large range of equipment for all training requirements • Low cost membership package
	WEAKNESSES What weaknesses can be strengthened?	<ul style="list-style-type: none"> • Sole operator • Limited equipment • Don't have uncover facilities • Limited funding 	<ul style="list-style-type: none"> • No personalised training plans • Cleaning and maintenance costs high • Client average engagement is 3 months • Ventilation an issue • Security needs on 24/7 basis
EXTERNAL FACTORS	OPPORTUNITIES What opportunities can be capitalised on?	<ul style="list-style-type: none"> • Strong focus on personal fitness in media • People prefer a personalised approach • Local area council supporting health programs • Obesity problem gets high media coverage 	<ul style="list-style-type: none"> • Strong focus on personal fitness in media • Local area council supporting health programs • People looking to spend more family time, so 24/7 gyms growing in popularity
	THREATS What threats need to be reduced to avoid your business failing?	<ul style="list-style-type: none"> • Economy is flagging and finances stretched for most households • 24/7 gyms growing in popularity as a result of opening hours 	<ul style="list-style-type: none"> • Some clients want a personalised approach • Fitness fads likely to change



Strategies

As a result of SWOT Analysis, the Personal Trainer may decide to:

- Specialise in obesity management
- Seek a collaboration with local council
- Find a location for winter
- Use testimonials in their marketing to grow credibility
- Promote the success of long term engagement using a PT compared to a gym

At the same time need to address what they would do if the gym appointed a PT, and how can they address the cost comparison.

SWOT - Overview

- SWOT analysis will guide you in how to take best advantage of your talents and abilities
- Help you uncover opportunities that you are best placed to exploit
- Help you can manage and eliminate threats
- Help you craft strategies that helps you distinguish yourself from your competitors
- **Remember:** Strengths and Weaknesses are INTERNAL
Opportunities and Weaknesses are EXTERNAL
- Time, focus and resources
- Segment market – SWOT for each

SWOT Template

- Download from **www.grapestogrange.com.au** resources page
- Link will be sent after the webinar

SWOT Workshop

SWOT Analysis - The Most Crucial Process for Business Success

Rob Chiarolli

Thursday, 28 May 2015 from 9:00 AM to 12:00 PM (AEST)

Box Hill, VIC



Ticket Information

TICKET TYPE	SALES END	PRICE	FEE	QUANTITY
3 hour SWOT Workshop and 1 hour personal follow-up session Includes handout of slides and template, refreshments, and a personalised review of your SWOT Analysis by Rob Chiarolli (1 hour session to be completed within 4 weeks of the workshop)	Not Started	\$247.00	\$15.81	N/A



Save This Event

Who's Going



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When & Where



The Tudor

1101 Whitehorse Road
Box Hill, VIC 3128
Australia

Thursday, 28 May 2015 from 9:00 AM to 12:00 PM (AEST)

<http://bit.ly/1Bv8sLM>

Thank You and Questions

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www.grapestogrange.com.au

TOWS Strategic Alternatives Matrix

	External Opportunities (O) 1. 2. 3. 4.	External Threats (T) 1. 2. 3. 4.
Internal Strengths (S) 1. 2. 3. 4.	<p style="text-align: center;">SO</p> <p style="text-align: center;">"Maxi-Maxi" Strategy Strategies that use strengths to maximize opportunities.</p>	<p style="text-align: center;">ST</p> <p style="text-align: center;">"Maxi-Mini" Strategy Strategies that use strengths to minimize threats.</p>
Internal Weaknesses (W) 1. 2. 3. 4.	<p style="text-align: center;">WO</p> <p style="text-align: center;">"Mini-Maxi" Strategy Strategies that minimize weaknesses by taking advantage of opportunities.</p>	<p style="text-align: center;">WT</p> <p style="text-align: center;">"Mini-Mini" Strategy Strategies that minimize weaknesses and avoid threats.</p>

Next Webinar

[The Engineering of Building an Internet Marketing Machine](#)

Date: Tuesday 17th March, 2015

We lift the lid on the online marketing machine and walk you through how each component works in synergy with the others



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