



The What, When and Why of a SWOT Analysis

A SWOT analysis is a strategic planning tool used to identify and evaluate a company's or individual's Strengths, Weaknesses, Opportunities, and Threats. It involves assessing internal factors and external factors to gain a comprehensive understanding of the current situation.



SWOT Analysis is issued by a variety of professionals and organizations, with the direct purpose of:

- ✓ Improving Decision Making
- ✓ Focusing on Key Areas
- ✓ Increasing Awareness and Alignment



Identify Strengths

Recognize internal capabilities and resources that give you a competitive advantage.



Address Weaknesses

Highlight areas of improvement to mitigate risks and enhance performance.



Explore Opportunities

Discover external factors that could drive growth or open new avenues for success.



Manage Threats

Assess potential challenges or risks in the external environment to better prepare for the future.

If you would like to complete a SWOT Analysis on your organization, team or employees, please contact The CPC Team.



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