

Executive SWOT and PESTLE Analysis Workshop

Time for strategy 2024

Objective

Equip the executive team with a comprehensive understanding of the company's internal strengths and weaknesses (SWOT) and external opportunities and threats (PESTLE). Identify actionable strategies to address challenges, leverage opportunities, and align leadership on priorities to support sustainable growth and success.

Duration

2 days (dependent on the complexity of the organisation and scope of analysis).

Key Components

SWOT and PESTLE Analysis Workshop

Duration: Full-day session (customisable based on the organisation's needs).

Format: Interactive, in-person (or hybrid/virtual if needed).

Example Agenda

1. Introduction and Context Setting (30 minutes)

- Overview of the session's purpose and methodology.
- Introduction to SWOT and PESTLE frameworks and their strategic relevance.

Output: Clear understanding of objectives and methodology.

2. SWOT Analysis (2 hours)

- Facilitated discussions to explore:

Strengths: What the organisation does well, including internal assets, capabilities, and unique value propositions.

Weaknesses: Areas needing improvement, such as operational inefficiencies or skill gaps.

Opportunities: Emerging market trends, potential partnerships, or growth prospects.

Threats: External risks like competition, regulations, or economic challenges.

Output: A comprehensive SWOT matrix that highlights internal factors for strategic focus.

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3. PESTLE Analysis (2.5 hours)

- Facilitated exploration of external influences affecting the business across six dimensions:

Political: Government policies, regulations, and geopolitical factors.

Economic: Market trends, inflation, exchange rates, and economic cycles.

Social: Demographics, consumer behaviour, and societal expectations.

Technological: Emerging technologies, digital transformation, and innovation opportunities.

Legal: Compliance requirements, employment law, and industry-specific regulations.

Environmental: Sustainability initiatives, climate impacts, and environmental concerns.

Output: A prioritised PESTLE matrix identifying the most critical external factors to monitor and address.

4. Action Plan Development (2 hours)

- Cross-referencing SWOT and PESTLE findings to identify:
 - Strategic priorities that address weaknesses and leverage strengths.
 - Initiatives to mitigate threats and seize opportunities.
- Develop actionable plans for each priority, including:
 - Timelines.
 - Assigned responsibilities.
 - Key performance indicators (KPIs).

Output: Detailed action plans aligned with the SWOT and PESTLE insights.

5. Team Building and Collaboration (1 hour)

Interactive exercises to strengthen trust and collaboration within the executive team. Fostering alignment on strategic priorities and shared accountability.

Output: A more cohesive and aligned executive team dynamic.

Expert Insights (Throughout the Session)

The facilitators bring valuable expertise in conducting SWOT and PESTLE analyses and applying these frameworks to real-world business challenges. Drawing on their experience, they will guide discussions, challenge assumptions, and provide actionable recommendations tailored to your organisation's needs.

Output: Strategic guidance and best practices seamlessly integrated into the analysis and action planning.

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Tools and Tips for a Successful Workshop

Collaborative Tools: Use Miro, Jamboard, or whiteboards to capture and organise insights visually during the session.

Pre-Session Preparation: Ensure thorough executive interviews to gather input and build a shared understanding of internal and external factors.

Structured Frameworks: Combine SWOT and PESTLE frameworks to offer a comprehensive view of internal and external business environments.

Engagement Techniques: Include brainstorming activities, group discussions, and prioritisation exercises to ensure active participation.

Expert Facilitation: Leverage facilitators who can provide real-world insights, challenge assumptions, and keep discussions focused and productive.

Outcomes

By the end of the workshop, the executive team will have:

Comprehensive Analysis:

A completed SWOT matrix highlighting internal strengths and weaknesses.
A prioritised PESTLE matrix outlining critical external factors.

Strategic Clarity:

A clear understanding of how internal and external factors impact the organisation's goals and opportunities.

Actionable Plans:

Practical roadmaps to address challenges and capitalise on opportunities, with timelines, responsibilities, and KPIs.

Enhanced Collaboration:

Strengthened executive team alignment and collaboration on strategic priorities.

Informed Decision-Making:

Data-driven insights to support decisions and prepare for future uncertainties.

More information

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