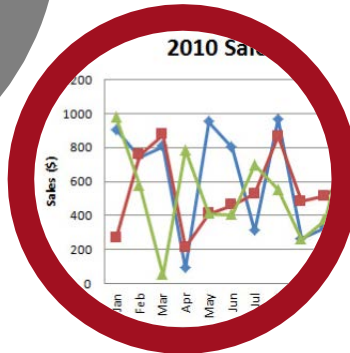


# S.W.O.T. ANALYSIS WORKSHEET

Strengths / Weaknesses  
Opportunities / Threats



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## OVERVIEW

- 1 Identify your attributes
- 2 Write them down
- 3 Pick an achievable objective
- 4 Identify action steps
- 5 Rework the objective until you have a strategic advantage



## IDENTIFY YOUR ATTRIBUTES

1

**Strengths:** helpful in achieving the objective—your competitive advantages, things that you do well

**Weaknesses:** harmful in achieving the objective—competitive disadvantages, thing you lack or don't do well

### SMART TIP:

Ask a lot of questions—but be careful not to lead the witness.

Develop attributes over two rounds of activity, fine-tuning and clarifying along the way.

**Opportunities:** helpful in achieving the objective—external trends and developments that create possibilities

**Threats:** harmful in achieving the objective—external trends and developments that create obstacles

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WRITE THEM DOWN

2

INTERNAL

	S
1	
2	
3	
4	

	W
1	
2	
3	
4	

	O
1	
2	
3	
4	

	T
1	
2	
3	
4	

EXTERNAL

## SMART TIP:

Get input on your company's attributes from as many people as possible and don't worry about their rank or title within the company.

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## WRITE THEM DOWN (EXAMPLE)

2

Example:

INTERNAL

S	
1	Customer service
2	Strength of staff
3	
4	

W	
1	Size of marketing budget
2	Outdated technology
3	
4	

O	
1	Strength of local community
2	More insured people
3	
4	

T	
1	Complexity of reimbursements
2	Declining local population
3	
4	

EXTERNAL

### SMART TIP:

Look for reoccurring attributes, the ones that show up the most are usually the strongest.

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## SET YOUR OBJECTIVES

3

You feel great as you celebrate success at the *end-of-the-year* holiday party. What two things happened to make you feel that way?

1. \_\_\_\_\_

1. \_\_\_\_\_



## ESTABLISH ACTION STEPS

4

Transpose your boxes to determine if there are any obvious action steps to take.

INTERNAL		S
	1	
	2	
	3	
	4	
EXTERNAL		O
	1	
	2	
	3	
	4	



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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## ESTABLISH ACTION STEPS


4

Transpose your boxes to determine if there are any obvious action steps to take.

		W
INTERNAL	1	
	2	
	3	
	4	

		T
EXTERNAL	1	
	2	
	3	
	4	



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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5

You feel great as you celebrate success at the *end-of-the-year* holiday party. What two things happened to make you feel that way?

1. \_\_\_\_\_

2. \_\_\_\_\_

### SMART TIP:

if you aren't able to apply what you've learned to achieving a competitive advantage, you've wasted your time. If your objective does not accelerate your success, rewrite it or go back to the drawing board. A good SWOT creates a clear, competitive advantage.

# Bob Hakes



Bob Hakes, Smart-Fill's senior vice president of organizational development and strategic planning, is a business coach with more than 30 years' management experience.

Since 2008, he has been working side-by-side with individuals and teams, helping businesses to implement programs that have helped to strengthen performance.

If you are interested in more information, or in getting personalized individual or team coaching, visit [www.smart-fill.com/coachinginfo](http://www.smart-fill.com/coachinginfo).

