SWOT ANALYSIS
EXAMPLE COMPLETED BY
A SMALL COMPANY

SWOT ANALYSIS

Before JWoods & Associates undertakes a recruitment or consulting program, we partner with executives and candidates to conduct a SWOT Analysis. We analyze the Strengths, Weaknesses, Opportunities and Threats within and outside the organization. Results from each area are analyzed and a separate plan may be designed. The results of this audit ensure that our plan is focused, our objective is clear and the goals are achievable.

A brief example of an organizational SWOT analyze could look like this:

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
• Tenure in Business	• US Economic	• Talent Recruitment Impact	• Limited Resources Plan Needed
• Good Brand Identity	• Slow Product Development	• Partner with JWoods Associates	• Less Creative than Competition
• Financially Sound	• Staff Leaving to Competition	• Focus on Mission Critical Functions	• No focus on Recruitment & Retention
• Good Business Practices Underway Plan	• Survival Mentality Not Thriving	• Streamline Operations & Methods of Doing Business	• War for Talented Workforce and Have No
• Good Customer Service	• Forced to Downsize • R & D Limited • Growth is Limited	• Become more Agile, Competitive & Strategic	• No Retention Plans