



SWOT

An open, furtive mind, the ability to give and take constructive criticism



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Thank you. Please enjoy the show

What is SWOT?

SWOT is a tried and trusted business planning model used by countless successful companies all over the world.



Traditional SWOT ANALYSIS

- S** *Strengths*
Your business has Strengths, we will enhance them.
- W** *Weaknesses*
Your business has Weaknesses, we will soften them.
- O** *Opportunities*
Your business has Opportunities, we will broaden them.
- T** *Threats*
Your business has Threats, we will reduce them.

Our first objective will be to establish Strengths, Weaknesses, Opportunities and Threats associated with your business.

You will be the major contributors. We will offer our suggestions gathered from many years of business and consultancy experience, working with large and small businesses worldwide.

We will draft a Mission Statement (or review/modify an existing one)

We'll determine what you wish to be and what you WILL be.

Why SWOT?

You need to establish what you are doing right, wrong and can do better



We have modified SWOT to make it easier and more effective to reach those goals.

We have made SWOT personal.

We will extract information from you, refine it, add ideas of our own, obtain consensus, then compile the whole into a concise easy to follow action plan, we call: "Path to Profit."

Large or small business is business. The numbers change, the principals do not. The secret is to adapt your business to what the successful guys are doing well, and ignore what they are doing wrong.

We will focus on such things. This is a results driven study. You will emerge from it better than you are.

Better to SWOT Than Not

First we establish your “Vision” then the individual Objectives of the team.

What we add to the Study...

Vision

You have a Vision for your business.
We help you make it happen.



Objectives

Your associates have Objectives.
We will help them support your vision.



Trends

There are Trends in your business.
We will help determine how to follow them.



Essential Tasks

You have many Tasks to accomplish.
We will help you focus on the essential.



We will align Objectives with Vision.

Missing from traditional SWOT was the call to action. We'll gather a lot business attributes. How will we use them to your benefit?

Trends will establish if your Strengths and Opportunities are in tune with general and local Trends. Simply put, are you on track? If not, we will get you there.

Tasks will determine actions that will maximize Strengths and Opportunities, minimize Threats and Weaknesses.

There will be a long list of tasks, so we will use the 80/20 rule. Consider the urgent and desirable, focus on the essential.

SWOT ... How Does it work?

Business Affairs has learned from diverse companies all over the world



We understand what they do right and wrong. We will share with you how to emulate the good and avoid the bad.

First time clients sometimes ask us, "so you think you know more about our business than we do?" Our answer is "absolutely not!" We are not that smart. Only you know the inner workings of your business. Your Strengths, Weaknesses, Opportunities and Threats.

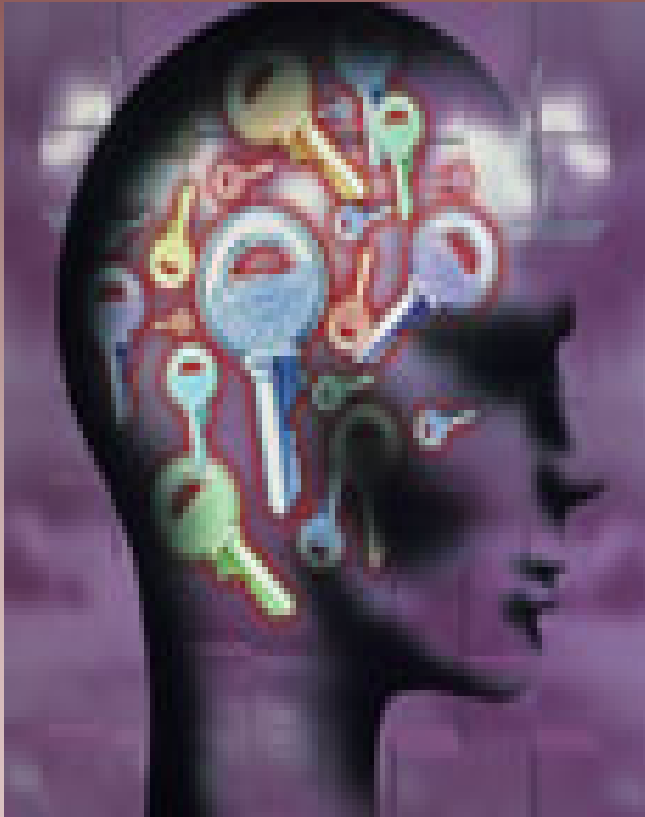
Our ultimate goal will be to establish the business attributes and facts, then gain consensus on 'must do' actions. They will form the most important part of the action plan deliverable we call:

"Path to Profit"



SWOT ... What do we need?

An open, furtive mind, the ability to give and take constructive criticism



We will facilitate the discussion. We will encourage out-of-the-box thinking. Every important word will be charted.

We provide everything required for the study and exclude everything that isn't, including those fat books provided by most consultants that are full of tough to read boiler-plate language, jargon and irrelevances.

We will develop a Task list. You're busy, so inevitably that will be extensive. We will consider the urgent and desirable, focus on the essential.

We work as a team. Our collective goal being creation of your "Path to Profit."

Strengths (Work sheet)



Strengths

List the most important Strengths that apply to you

1)

2)

3)

4)

5)

6)

Weaknesses

(Work Sheet)



Weaknesses

List the most important Weaknesses that apply to your business

1)

2)

3)

4)

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6)

Opportunities

(Work Sheet)



Opportunities

List the most important Opportunities that apply to your business

1)

2)

3)

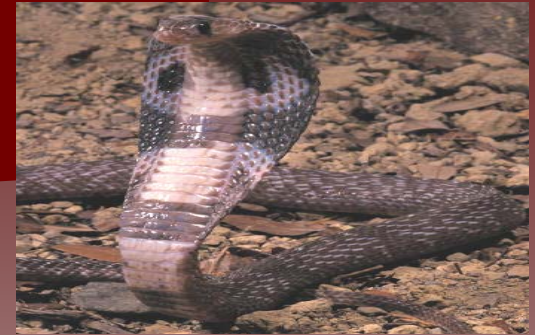
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Threats

(Work Sheet)



Threats

List the most important Threats that apply to your business

1)

2)

3)

4)

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