THE EXECUTIVE HUB

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SWOT ANALYSIS

A practical tool for clarity, insight and strategic focus.

What is a SWOT Analysis?

A SWOT Analysis is a structured way to assess:

- Strengths – What gives us advantage
- Weaknesses – Where we are vulnerable
- Opportunities – Where growth or advantage may exist
- Threats – What could negatively impact us

It provides a clear snapshot of your current position. A SWOT isn't a strategy but a diagnostic tool that helps inform and enhance strategic outcomes.

What a SWOT can be used for?

- Prepare for strategic planning
- Assess business health
- Evaluate growth opportunities
- Test readiness for change
- Identify risk exposure
- Support board or leadership discussions

It works best when completed by a leadership team rather than an individual person.

How to use this toolkit

Step 1 – Set the Context

Clarify:

- What decision are we informing?
- What timeframe are we assessing (today, 12 months, 3 years)?
- Are we assessing the whole business or a specific division/project?

Step 2 – Complete Strengths & Weaknesses First

- Start internally before looking outward.
- Focus on facts, not opinions.
- Avoid vague statements like:
- "Good team"
- "Strong brand"

Be specific and limit each section to the most critial 5–7 items.

Step 3 – Identify Opportunities & Threats

These are typically external factors such as:

- Market trends
- Regulatory changes
- Competitor movements
- Economic conditions
- Technology shifts
- Customer behaviour changes
- Be realistic, and avoid optimism bias.

Priorities

Step 4 – Prioritise

Not everything listed is equally important. Circle or highlight:

- The top 3 Strengths to leverage
- The top 3 Weaknesses to address
- The top 3 Opportunities to pursue
- The top 3 Threats to mitigate
- Focus creates action.

Step 5 – Translate Insight Into Action

- How do we use our strengths to capitalise on opportunities?
- How do we use our strengths to reduce threats?
- Which weaknesses must be addressed to pursue opportunities?
- Which weaknesses increase our exposure to threats?

Use these prompts to deepen analysis

- What assumptions are we making?
- What evidence supports this point?
- What would an external advisor say?
- What are we avoiding discussing?
- Clarity requires honesty.

Common SWOT Mistakes

- Listing everything instead of prioritising
- Confusing opportunities with internal initiatives
- Being vague or generic
- Avoiding difficult weaknesses

WORKSHEET

SWOT ANALYSIS

A SWOT analysis helps you understand your business's strengths, weaknesses, opportunities, and threats. Fill in the following sections:

STRENGTHS	WEAKNESSES
List internal advantages that support performance	Internal limitations that may hinder performance

OPPORTUNITIES	THREATS
External factors that may create advantage or growth	External factors that could negatively impact performance

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GET IN TOUCH

We hope you found this toolkit useful. If you'd like to learn more about The Executive Hub community or to speak to one of our experienced advisors please contact us for a confidential discussion.

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