**SWOT ANALYSIS CHECKLIST**

BEFORE YOU BEGIN

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|   |   |   |   |
|  |  |  | Read customer reviews. |
|   |  |   |   |
|   |  |   |   |
|  |  |  | Poll your employees. |
|   |  |   |   |
|   |  |   |   |
|  |  |  | Research your competition. |
|   |  |   |   |
|   |  |   |   |
|  |  |  | Review your company’s financial status. |
|   |  |   |   |
|   |  |   |   |
|  |  |  | Check for upcoming regulatory changes. |
|   |  |   |   |
|   |  |   |   |
|  |  |  | Set up your SWOT matrix. |
|   |   |   |   |

STRENGTHS

*Ask yourself…*

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|   |   |   |   |
|  |  |  | What do our customers like about us? |
|   |  |   |  |
|   |  |   |  |
|  |  |  | What does our company offer that is unique? |
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|   |  |   |  |
|  |  |  | What company philosophies set us apart? |
|   |  |   |  |
|   |  |   |  |
|  |  |  | What do our employees like about working for us? |
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|   |  |   |  |
|  |  |  | In what ways has our company grown? |
|   |  |   |  |
|   |  |   |  |
|  |  |  | How is our business different from the way it was one year ago and five years ago? |
|   |   |   |   |

WEAKNESSES

*Ask yourself…*

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|   |   |   |   |
|  |  |  | What do our customers think we can improve? |
|   |  |   |  |
|   |  |   |  |
|  |  |  | What are our biggest challenges? |
|   |  |   |  |
|   |  |   |  |
|  |  |  | Where have we fallen short of our goals? Were those goals realistic? |
|   |  |   |  |
|   |  |   |  |
|  |  |  | What are our competitors doing better than we are? |
|   |  |   |  |
|   |  |   |  |
|  |  |  | What are our competitors doing that we wish we were doing? |
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|   |  |   |  |
|  |  |  | When was the last time we performed market research on our competitors? |
|   |   |   |   |
|   |   |   |   |
|  |  |  | What do our employees think of their leaders and our business? |
|   |  |   |  |

OPPORTUNITIES

*Ask yourself…*

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|  |   |   |  |
|  |  |  | Which social media platforms have shown the most growth in followers and engagement? |
|  |  |   |
|  |  |   |  |
|  |  |  | Are there areas of local or cultural impact that we can highlight in our messaging? |
|  |  |   |
|  |  |   |  |
|  |  |  | Is there any kind of gap in the market that we can capitalize on? |
|  |  |   |  |
|  |  |   |  |
|  |  |  | Is there a department-specific budget surplus that we can allocate elsewhere? |
|  |  |   |  |
|  |  |   |  |
|  |  |  | Are there other companies or organizations we can partner with to boost impact? |
|  |  |   |  |
|  |  |   |  |
|  |  |  | What are our long and short-term goals for the business? How can we best achieve them? |
|  |   |   |
|  |   |   |  |

THREATS

*Ask yourself…*

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|   |   |   |   |
|  |  |  | Are there any new major competitors in the market? |
|   |  |   |  |
|   |  |   |  |
|  |  |  | What are people saying about us in reviews and on social media? |
|   |  |   |  |
|   |  |   |  |
|  |  |  | Where is our business underperforming? Where are we missing our goals? |
|   |  |   |  |
|   |  |   |  |
|  |  |  | Will any incoming new legislation directly or indirectly affect our business? |
|   |  |   |  |
|   |  |   |  |
|  |  |  | Are we keeping up to date on building and equipment maintenance? |
|   |  |   |  |
|   |  |   |  |
|  |  |  | Are our employees satisfied with their jobs? |
|   |   |   |  |
|   |   |   |  |
|  |  |  | Are we maintaining accurate financial records and creating accurate projections? |
|   |  |   |
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