



SWOT Analysis:

Strengths, Weaknesses,
Opportunities & Threats



Strengths:

Attributes that are helpful

Weaknesses:

Attributes that can be harmful

Opportunities:

External conditions that can be helpful

Threats:

External conditions that could do damage



Questions to ask when conducting SWOT analysis:

- How can we & capitalize on each strength?
- How can we improve each weakness?
- How can we exploit & benefit from each opportunity?
- How can we mitigate each threat?



Sample SWOT Analysis

Strength: popular products and services

Weakness: no streamlined DEI policies across business

groups/units to ensure maximization of strengths across
diverse communities

Opportunities: diverse employee groups

Threats: competition for talent & similar products & services

offered by competitors