

Understand your strengths and weaknesses

SWOT Check



What can it help with?

SWOT helps you to understand what you can offer (i.e. your value proposition), the key weaknesses you need to address and where you may need help. You can use this tool to brainstorm, but to complete thoroughly you'll need to conduct some research, which may include customer interviews as well as secondary research. It's essential you remain critical and honest when completing this.

How do I use it?

Use the framework to map your strengths and weaknesses and the opportunities and threats you face.

Who's it for?

-  We think most things work best in a group, but you can do it individually too.
-  Sometimes it's interesting for everyone in the group to work alone then come together to compare and combine ideas.




How long will it take?

 60 - 90 Minutes

How hard is it?

Intermediate

What goes well with it?

-  Power of Five
-  PESTLE
-  Plus, we'd always recommend you try the Assumption Dump before starting any project 😊



SWOT Check



HELPFUL

HARMFUL

INTERNAL

STRENGTHS

- What makes your offer unique?
- What do you have up your sleeve that nobody else does (such as resources, skills, people)?
- What do your customers and the market see as your strengths?

WEAKNESSES

- What could you improve?
- What should you avoid?
- What will users see as weaknesses?

EXTERNAL

OPPORTUNITIES

- Is there a gap in the market driven by unmet customer needs?
- Where are competitors falling short?
- How might the market change based on factors beyond your control?

THREATS

- What are your competitors doing?
- What challenges or uncertainties do you face now and in the future? We recommend using the PESTLE tool to do this :)
- Do you have any financial challenges?