

SWOT Analysis

Overview of this section

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SWOT

- A tool for reflection to help understand the organisation's current position and inform planning and decision-making
- Output can then be used to generate strategies to maximise strengths, mitigate threats, etc., but we will not do this here

	Favourable	Unfavourable
Internal	STRENGTHS: for instance, high levels of cash flow for purchasing new equipment	WEAKNESSES: for instance, past corporate scandals
External	OPPORTUNITIES: for instance, high cost of fossil fuel might create opportunities for new products / services based on alternative energy sources	THREATS: for instance, concerns about nuclear energy is a threat to the construction of new nuclear reactors.

**SWOT 1 - You are a dairy farmer in Meath and 90% of your sales are in the Irish market.
The government is considering reducing import taxes on milk.**

0

Strength

0%

Weakness

0%

Opportunity

0%

Threat

0%

SWOT 2 - As a final year engineering student about to go out into the workforce, generative AI is...

0

Strength

0%

Weakness

0%

Opportunity

0%

Threat

0%

SWOT 3 - You're a structural engineering consultancy. The country has just been chosen to host the Olympics.

0

Strength

0%

Weakness

0%

Opportunity

0%

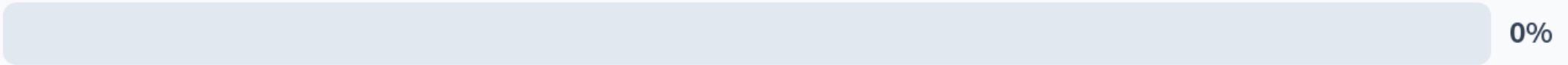
Threat

0%

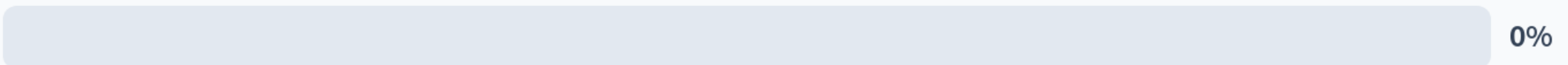
SWOT 4 - You're a structural engineering consultancy. Your Director is recognised Internationally as one of the leaders in their field.

0

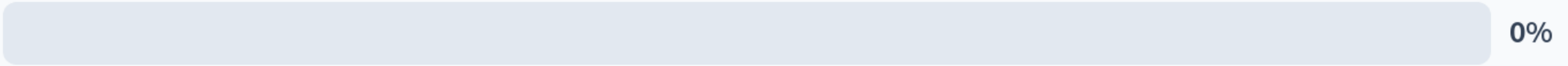
Strength



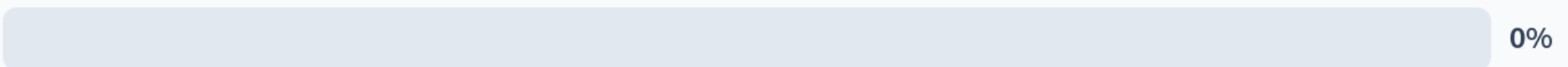
Weakness



Opportunity



Threat

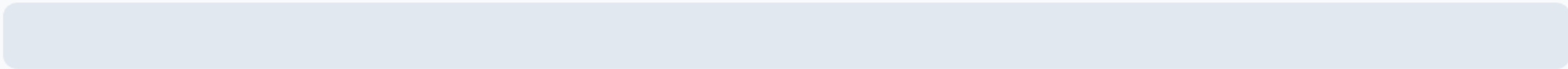


SWOT 5 - You're a large medical device manufacturing company. There have recently been two high profile accidents at one of your facilities that made national news headlines.



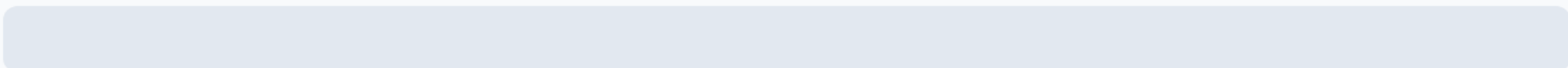
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Strength



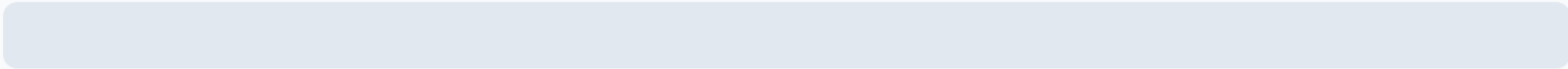
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Weakness



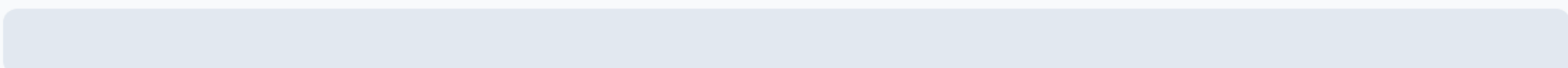
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Opportunity



0%

Threat



0%

SWOT 6 - You're a mid-level manager in a SaaS (Software as a Service) company. When you first joined, you were sent to spend a few months each working in different departments including sales, support, development.

👍 0

Strength

0%

Weakness

0%

Opportunity

0%

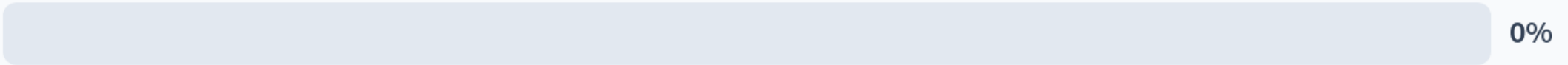
Threat

0%

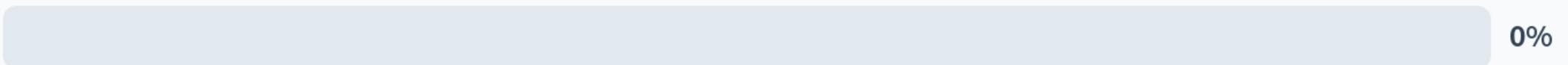
SWOT 7 - You have just started out on your own as a consultant engineer. You have projects agreed that will fill 80% of your time for the next year.



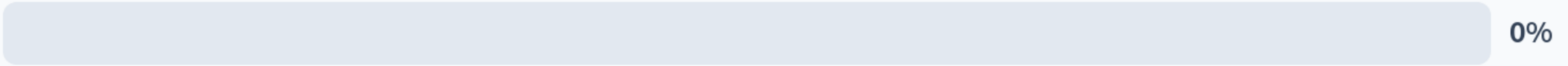
Strength



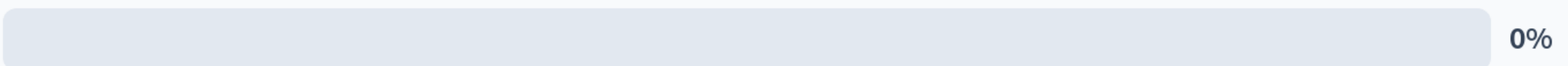
Weakness



Opportunity



Threat

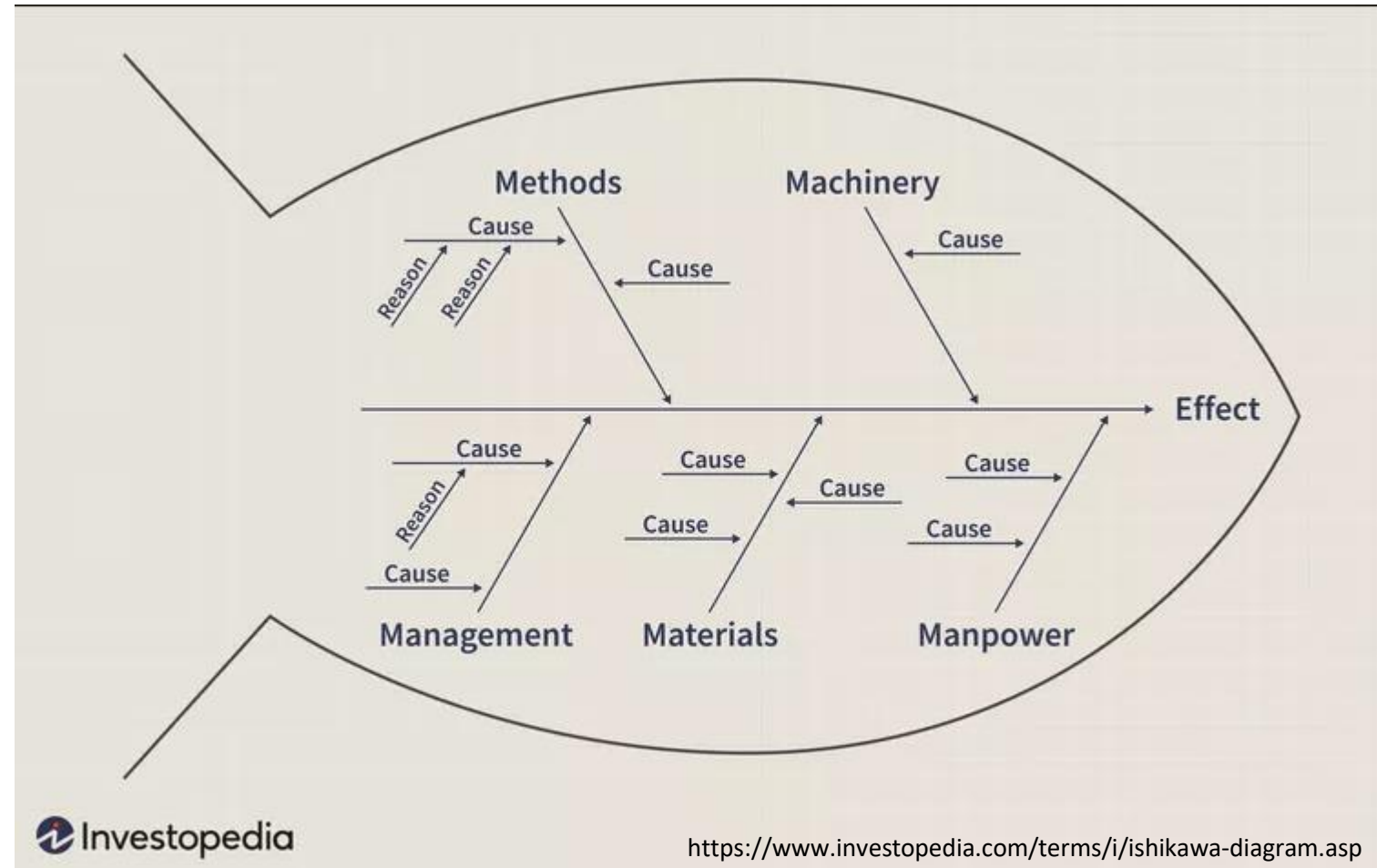


Generating SWOT's

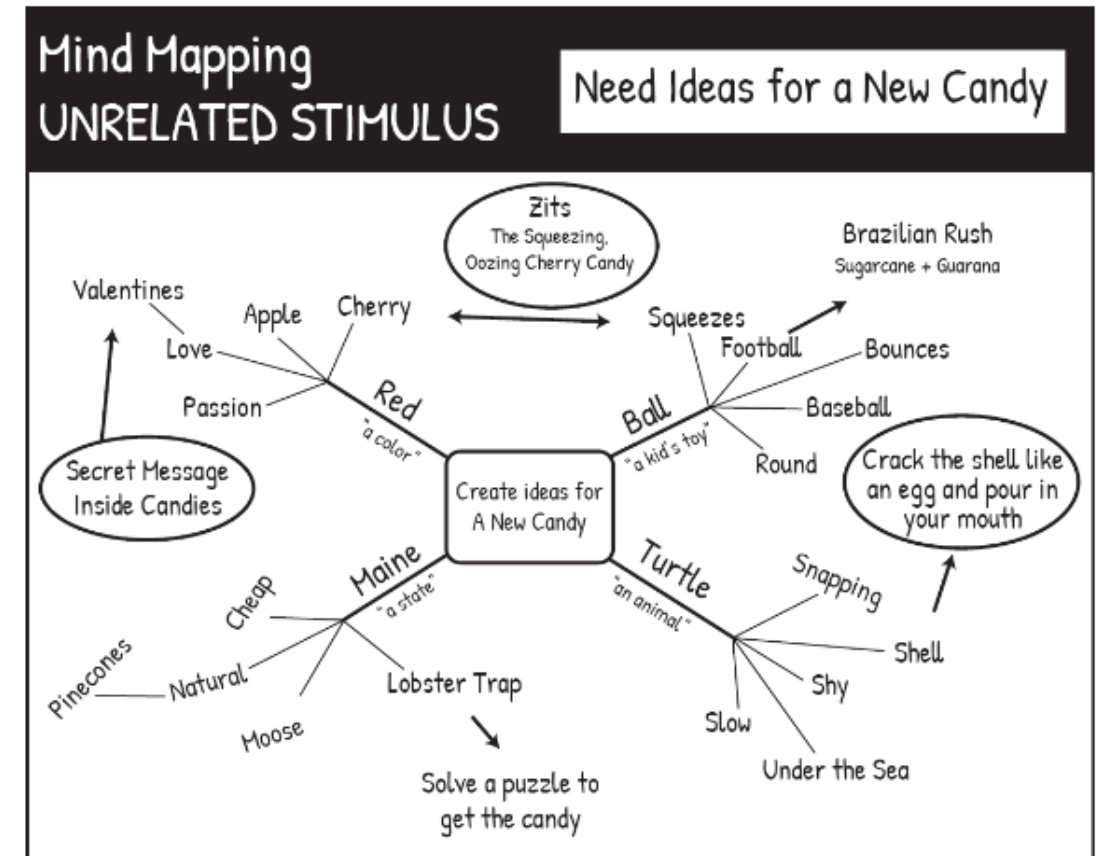
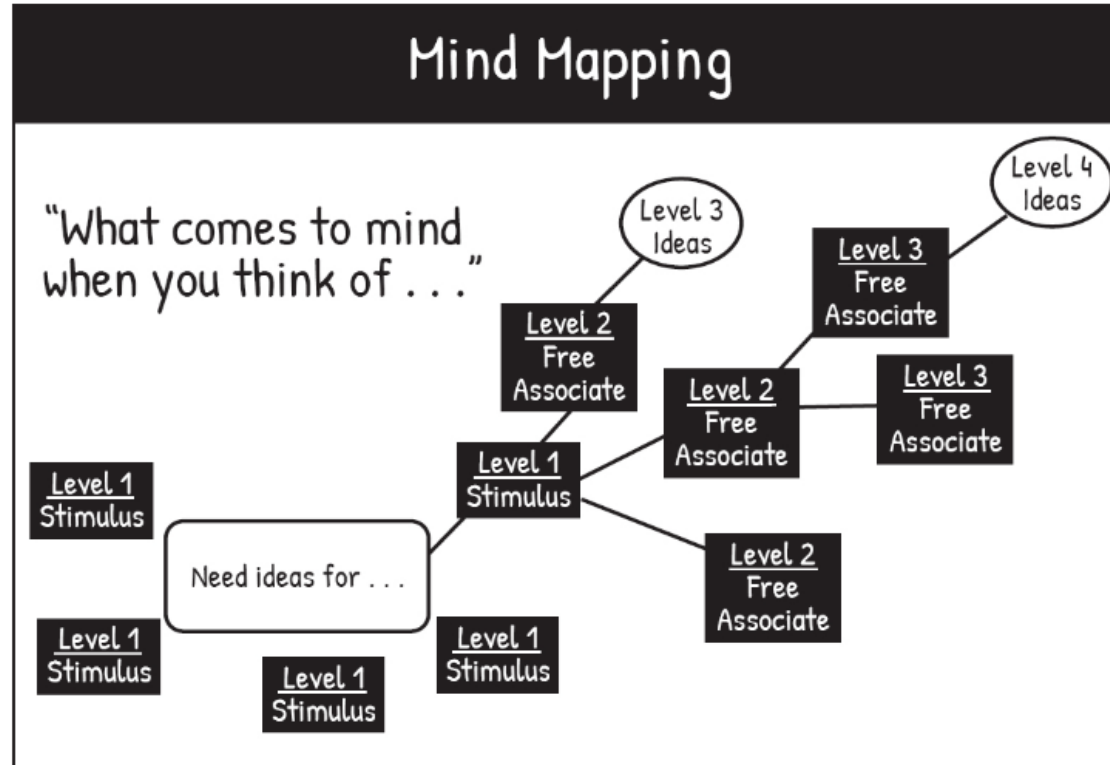
- Don't just stare at a blank page, use prompts / tools to stimulate thinking
- Use groups effectively
 - Most effective when individuals generate ideas separately and then discuss...more variety of ideas this way
 - Build a diverse group
 - Drive out fear, etc
- Read the news, talk to people, use employee surveys, customer feedback...

Fishbone (Ishikawa diagram)

- Maybe more associated with root cause analysis, but is a useful starting point for other things too
- Trace back from an effect to identify possible root causes
 - The 'effect' could be your current status
- Often uses the standard first level categories shown, but can be customised (useful prompts)
- **Keep asking questions to get to the potential root causes**
 - Often used with "5 Why's"



Unrelated stimulus mind mapping example



PESTEL



PESTEL for analysing external, hard to identify, threats, opportunities, etc

- **POLITICAL factors:** for instance, tax policies, government stability
- **ECONOMIC factors:** for instance, interest rates, inflation rate, unemployment rate, GDP
- **SOCIAL factors:** for instance, demographics, religion, cultural trends
- **TECHNOLOGICAL factors:** for instance, more automation (such as introducing more robots), smartphones prevalence
- **ENVIRONMENTAL factors:** Weather conditions, natural disasters (earthquakes, tsunamis, etc.)
- **LEGAL factors:** Employment, health and safety, antitrust laws, constitution

SWOT Assignment

- Work in groups of 3-6
- Use the idea generation tools / prompts
- Conduct a SWOT analysis on:

	Favourable	Unfavourable
Internal	STRENGTHS	WEAKNESSES
External	OPPORTUNITIES	THREATS



‘Ireland targeting 1 million electric vehicles by 2030’

(You are a technical group formed to advise the government on the country’s readiness to meet this target. You are using the SWOT analysis to help identify existing factors and potential initiatives that might help or obstruct this objective.)

- Individually submit SWOT analysis on Brightspace by the deadline

Mind map for idea generation

- Link to collaborative mind maps on zoom (sign in with ucdconnect account required)
- Each group member pick a different map to contribute to / rob ideas from
 - Political <https://zoom.us/jb/doc/XFdxcMQjSSytV8TY2f76fA>
 - Environmental <https://zoom.us/jb/doc/Pt6ebIVYSb60Ss7X9k5FRA>
 - Social https://zoom.us/jb/doc/G93HYe25Tpy5b_LiHd35cg
 - Technological <https://zoom.us/jb/doc/xulfX8yvQsKIXEQBzeC3pQ>
 - Economic <https://zoom.us/jb/doc/HMngdxrmSk-PFGIulPqtcA>
 - Legal <https://zoom.us/jb/doc/hp10RqliSSSvQ8iqY0t-OQ>