

NEW ROLE: SWOT ANALYSIS

Role That Are You Considering:
Company:

Understand that each set of questions may not be exclusive to the adjacent box, you may find you are placing answers to the same question in multiple boxes. This is not an exhaustive list and you should also look to bring in insights and information from other multiple sources.

<p style="text-align: center;">Criteria</p> <p>Advantages of role? Competitive pluses? Uniqueness? Innovation? Values? Culture? Leaders? People? Finances? Sales/Marketing? Location?</p>	<p>Strengths</p>	<p>Weaknesses</p>	<p style="text-align: center;">Criteria</p> <p>Disadvantages of role? Potential gaps? Morale? Training? Sameness? No creativity? Production capacity? Reliability? Finances?</p>
<p style="text-align: center;">Criteria</p> <p>Developments? Competitive negatives? New markets? Unexplored niches? Tactical flexibility? Product development? Collaboration? Partners?</p>	<p>Opportunities</p>	<p>Threats</p>	<p style="text-align: center;">Criteria</p> <p>External forces? Political? Economy? Legislation? Environment? Demand? Market maturity? Internal benchmarks?</p>