

TOOL BOX

LEVERAGING YOUR ASSETS: MODIFIED SWOT ANALYSIS

by Christina Drouin

How many times have you been part of a SWOT Analysis and left conflicted? Elated yet skeptical? Perhaps experience has shown that despite all the great ideas that SWOT brainstorming exercises produce, you're not sure that anything concrete comes from it. Someone's got to make sense of all the tear sheets, right? If this has been your experience, here's a way to bring e closure to your next SWOT Analysis and help your marketing director at the same time.

If there two tried and true principles of marketing, they are 1) find a need and fill it and 2) lead with your strengths. Combine these and you have a doubly powerful core marketing strategy: pursue first market needs that your strengths can fill.

Here is an exercise that helps you looking for strategic opportunities using the basic SWOT Analysis format enhanced with an added layer of analysis.

Directions:

1. Brainstorm **external environmental opportunities** and **internal organizational strengths**.
2. Using the matrices that follow, prioritize opportunities and strengths.
3. Match strengths with opportunities and identify gaps between current strengths and opportunities.

KEY OPPORTUNITIES MATRIX

Capacity to execute

High Medium Low

	High	Medium	Low
High			
Med			
Low			

KEY STRENGTHS MATRIX

Magnitude or degree

High Medium Low

	High	Medium	Low
High			
Med			
Low			

4. Look for matches between entries in the top left area of the Strengths Matrix and opportunities in the top left area of the Opportunities Matrix. Based on a match between the most promising internal strengths and external opportunities, list four to six opportunities that your group recommends pursuing to bridge the gap between where the institution is today and where it might be.

1.
2.
3.
4.
5.
6.

