SWOT Template

HiFlex Physio

What is a SWOT Analysis?

A SWOT analysis helps identify the strengths, weaknesses, opportunities and threats in a given situation. In this case we are looking at sales potential. The SWOT Analysis will allow you to visualise both external and internal factors that can have an impact on your business in a very simple way. This tool can help you examine the external factors which affect your business, opportunities and threats, and the internal factors, strengths and weaknesses.

As you go through the tool and think about how you can use it, you will see that it's not just for looking at the business as a whole, but as a starting point for developing strategies for teams, service departments and individuals.

Strengths

Determining the strengths of your organisation involves looking at how well your staff handles communication. Staff that willingly share information is an obvious strength based on the goal to provide efficient communication to employees. Other potential strengths include staff functional expertise and knowledge of procedures. Staff whose knowledge of best practices and procedures are capable of carrying out functions that support the organisation's goals, all of which are considered strengths or internal factors that impact procedures.

Weaknesses

Internal weaknesses threaten the efficiency of some procedures. For example, if the teams do not have the necessary technology for processing actions, it results in a team that isn't capable of fulfilling its obligations. Likewise, procedures and processes suffer when staff don't have the knowledge base or the required technical expertise necessary to complete processes. Significant internal factors that further threaten viability of practices might be budget constraints, which may prevent outsourcing activities that can be more efficiently handled by an outside provider.

Opportunities

Opportunities are external factors that can improve or sustain effectiveness of the organisation. When there is a greater availability of skilled individuals, it means salaries will likely be lower than if there were fewer available in the labour market. When Human Resources (HR) can secure talent that brings innovative and creative solutions for improvement, there are numerous opportunities for improving practices. In addition, opportunities include increased revenue for the organisation that can trickle down to additional funding for initiatives.

Threats

Factors that threaten your organisation can stem from business loss and the subsequent budget cuts that could follow. In addition, threats to the efficiency of services to employees are competing businesses that might be offering more competitive wages and thereby recruiting talent from your organisation. External factors such as ineffective poor recruitment or training practices can be major threats. Threats also come from emerging competitors, economic uncertainty in the market the organisation serves or factors such as a diminished labour pool and lack of training and development opportunities for staff.

Managers can perform a SWOT analysis that looks at a specific process or a SWOT analysis that examines overall functionality of the organisation. Go through the tool and think about how you can use it. You will see that it's not just for looking at the business as a whole, but as a starting point for developing strategies for teams, service departments and individuals.

SWOT Example

Strengths	Weaknesses
What is working well? What is making a difference? What value do we bring to our customers? What do we do really well? What differentiates us from our competitors?	What is not working as well as it could? What is not making a difference? What processes need to be improved? What hinders our sales? What do our customers dislike?
Opportunities	**Threats**
What needs to be improved or changed? What should we stop doing? What should we start doing? What is missing that we need to be doing?	What is threatening our business? Are there customer or technological threats? What are the economic threats that could impact on us? What financial threats could impact on us? Costs? Revenues? Debt? Cash flow?

SWOT Template

Strengths	Weaknesses
Opportunities	**Threats**

1300 555 222

hiflexphysio.com.au

222 Wandoo St Brisbane 4000