|  |  |
| --- | --- |
| **Strength** | **Opportunity** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| **Weakness** | **Threat** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**Reference**

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.

* Strengths are normally internal. For example, the firm has highly motivated development team members.
* Opportunities are events or impacts that can result from a strength. For example, the team can learn new skills quickly and improve productivity.
* Weaknesses are normally internal. For example, management does not understand the benefits of Scrum.
* Threats are events or impacts that can result from weakness. For example, management may resist transitioning to Scrum methodology.