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| **Strength** | **Opportunity** |
| Skilled Traditional Project Managers | Experienced project managers who can transition into Scrum with proper training. |
| Collocated Workspace | Increase collaboration given marketing, sales, and IT are collocated. |
| The company's product line is outstanding | The healthcare industry is highly competitive, the velocity need to change for new feature early releases. |
| IT team is ready for upgrades | The IT department has the necessary technology and personnel to improve services and applications. |
| Willingness to change | Marketing and sales teams are open to adopting Scrum, showing willingness to embrace Agile methodologies. |
| **Weakness** | **Threat** |
| No scrum experience | Adoption may be slow across all teams of agile principles and ceremonies. |
| Behind the competitors on feature development | Traditional project methods cause delays in responding to new opportunities. |
| Fragmented external communications | Marketing slows down due to failing to gain the right stakeholder input, and is slow to make decisions process. |
| Slow-release cycles | Current traditional project methods are slow to react to opportunities, and the company often lags far behind its competitors. |
| Stakeholder misalignment | Multiple stakeholders prioritize their own needs, creating conflicts and inefficiencies. |

**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.