

Swot Analysis & Stakeholder Analysis

Topics

- SWOT Analysis
- Who are stakeholders and why do they matter?
- Stakeholder Analysis

SWOT

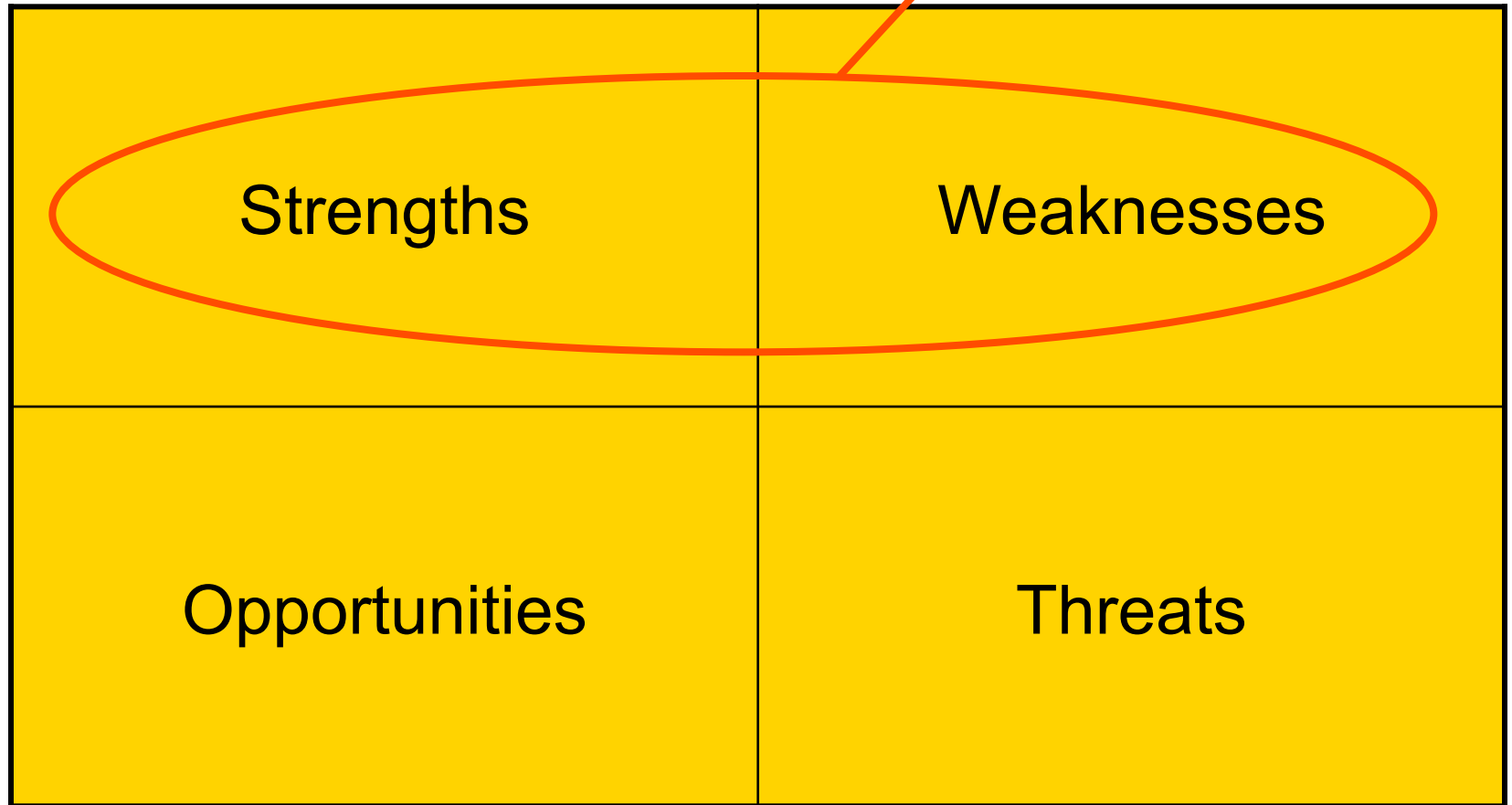
- A tool for auditing an organization and its environment
- SWOT = **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats

SWOT Matrix

Strengths	Weaknesses
Opportunities	Threats

SWOT Matrix

Internal factors



SWOT

Strength:

- A firm's strengths are its resources and capabilities
- Can be used to develop a competitive advantage
- **Examples?**

Examples of strengths

- Patents
- Strong brand names
- Good reputation among customers
- Know-how
- Location of your business
- A new, innovative product or service
- Quality processes and procedures
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SWOT

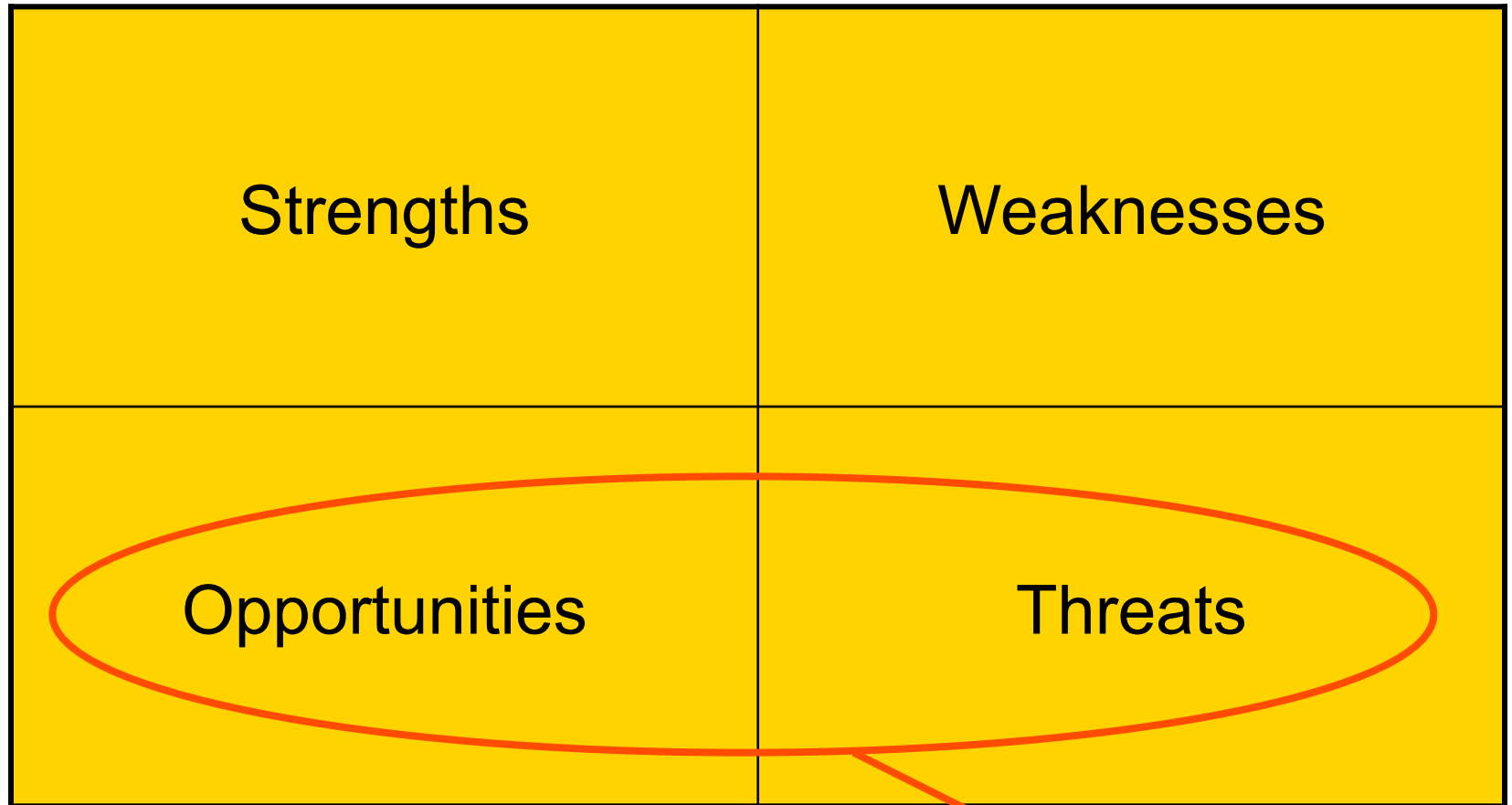
Weaknesses:

- The absence of certain strenghts may be viewed as a weakness
- **Examples?**

Examples of weaknesses

- Location of your business
- Lack of patent protection
- A weak brand name
- Poor reputation among customers
- High cost structure
- Poor quality of products or service
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SWOT Matrix



External factors

Opportunities

- The external environmental analysis may reveal new opportunities for profit and growth
- Examples?

Examples of Opportunities

- An unfilled customer need
- Arrival of new technologies
- Removal of international trade barriers
- Mergers, joint ventures or strategic alliances
- Moving into new market segments
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Threats

- Changes in the external environment may present threats to the firm
- **Examples?**

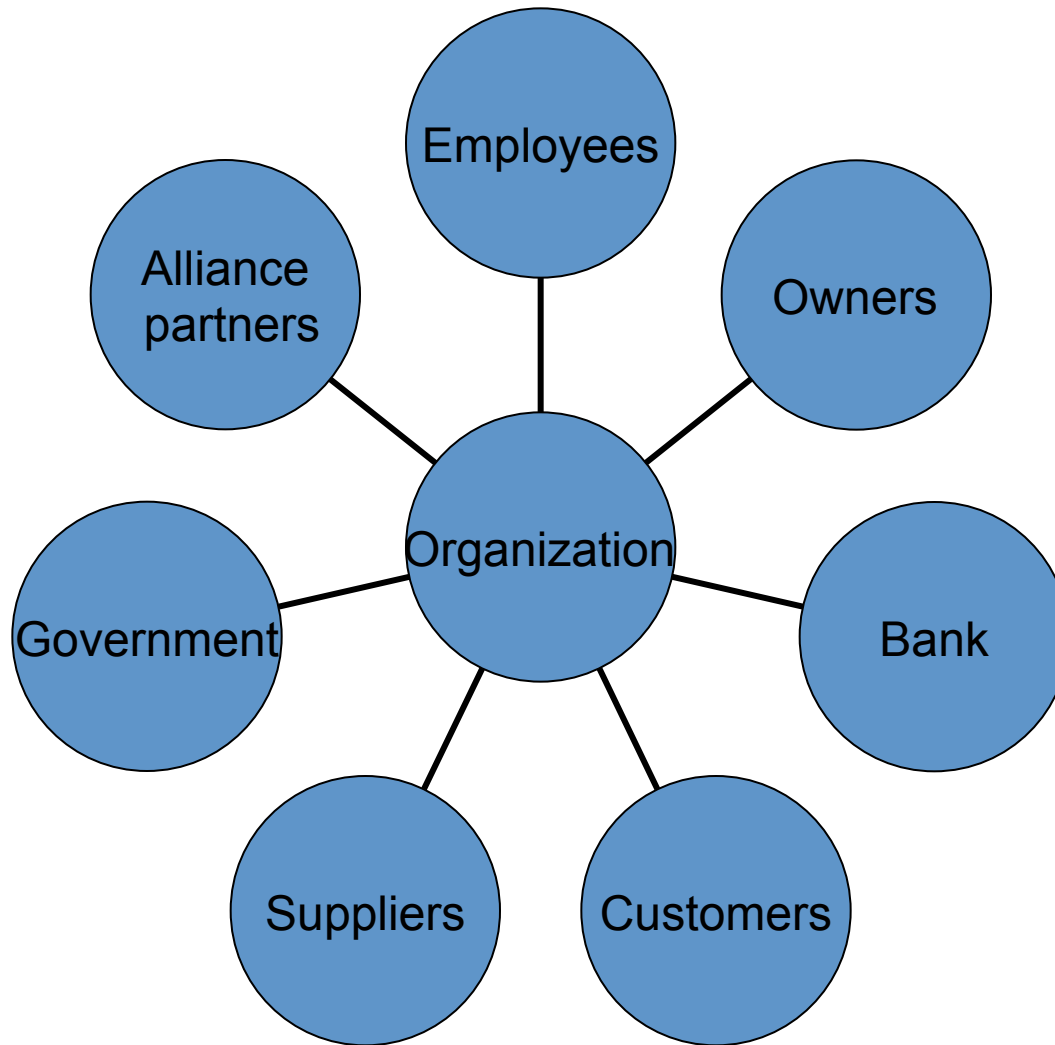
Examples of Threats

- Shift in consumers tastes away from the firm' s products
- Emergence of substitute products
- New regulations
- Increased trade barriers
- New competitors
- Price war with competitors
- A competitor has a new innovative product
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Stakeholders

- Stakeholders = Individuals or organizations who stand to gain or loose from the success or failure of the project
- Stakeholders are impacted by (or have an impact on) the project
 - In this context an organization can be viewed as a project

Examples of stakeholders of an organization:



Stakeholders

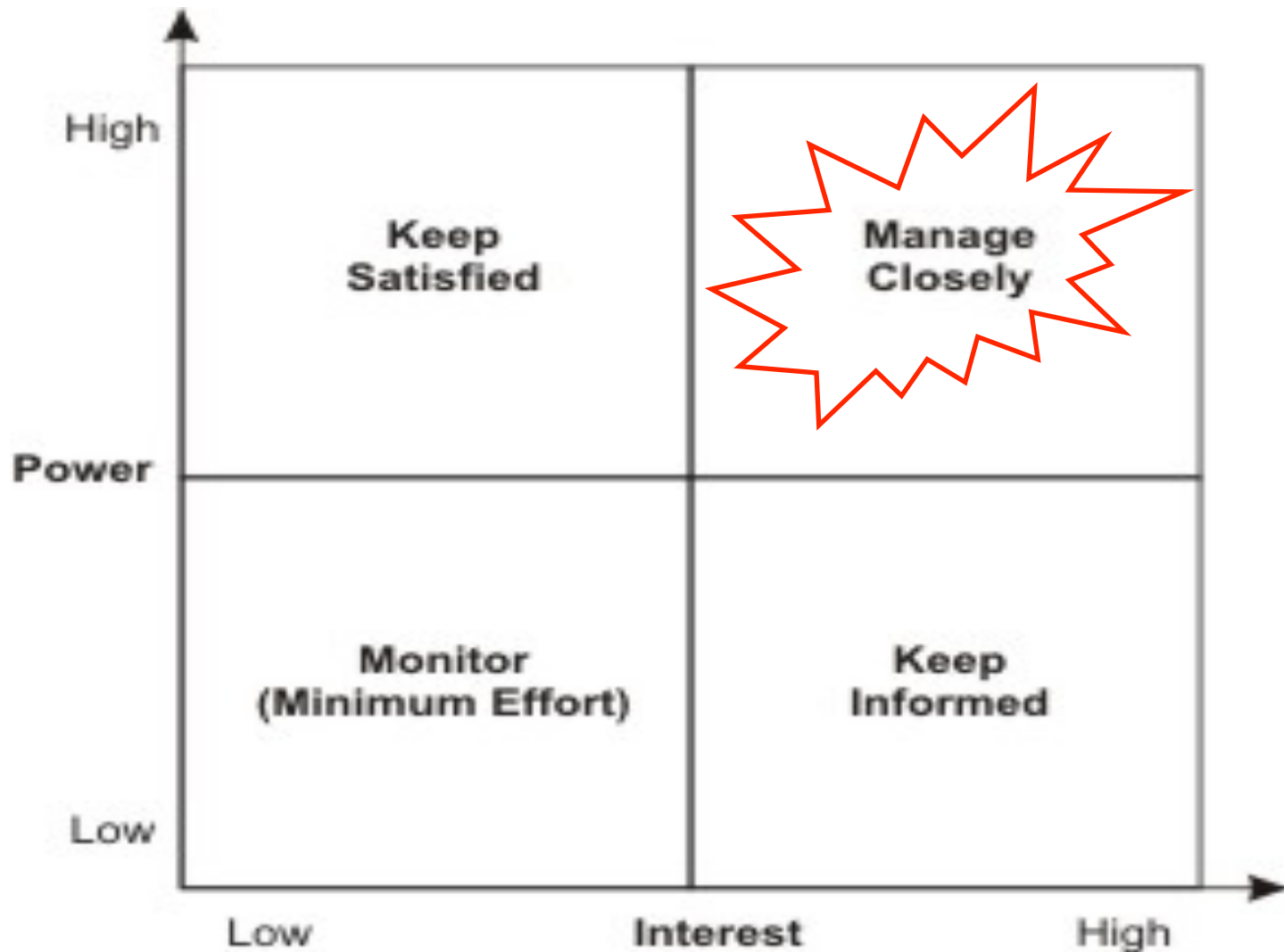
- Stakeholders are often in conflict with one another
- The management must balance the interest of the various stakeholder groups
- Stakeholders can be strong supporters of a project or they can block it

Stakeholder Analysis

Steps:

1. Identify who your stakeholders are (brainstorm)
2. Prioritize your stakeholders using a *Power/Interest Grid*
3. Understand your key stakeholders

Power/Interest Grid

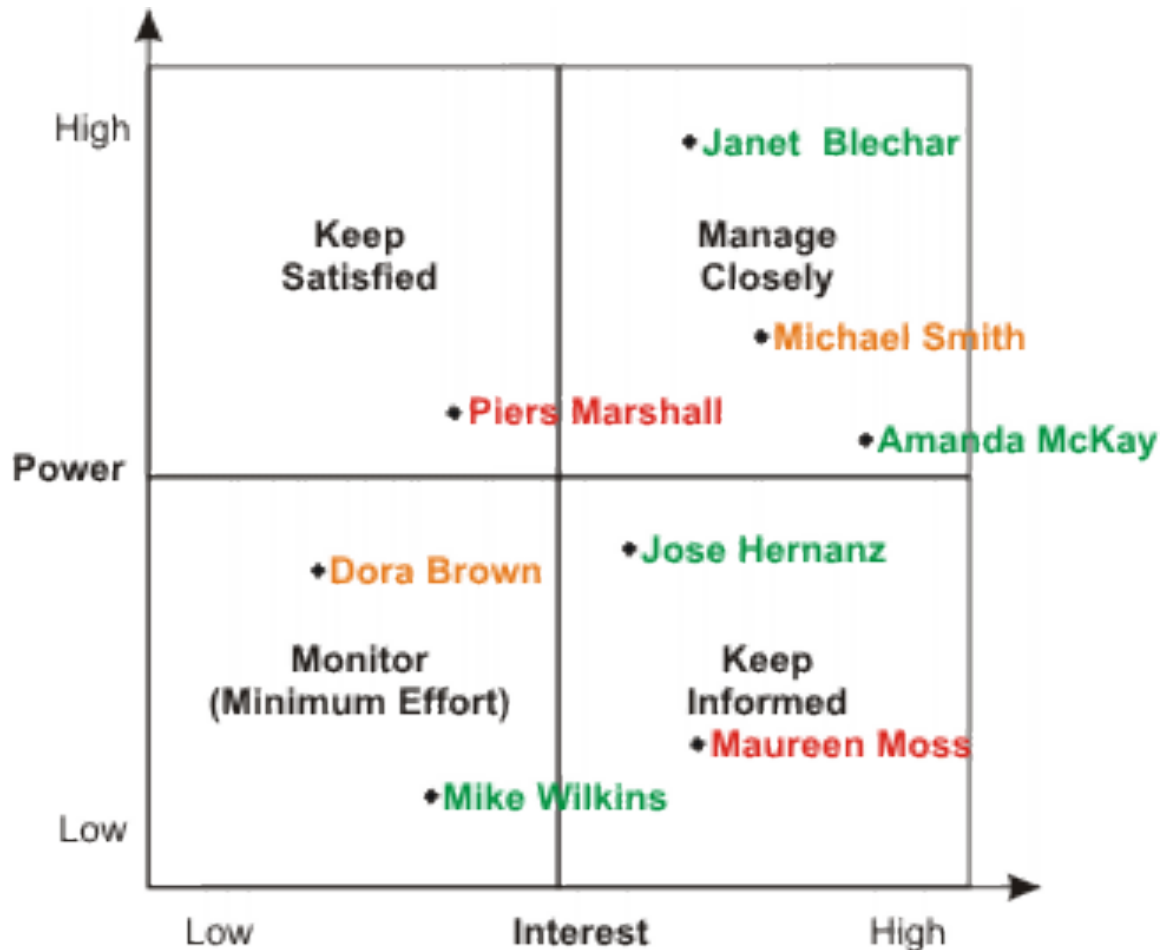


Understand your key stakeholders

Key questions that can help understand stakeholders:

- What financial or emotional interest do they have in the outcome of your work?
- What motivates them most of all?
- What information do they want from you?
- How do they want to receive information from you? What is the best way of communicating your message to them?
- What is their current opinion of your work? Is it based on good information?
- Who influences their opinions generally, and who influences their opinion of you?
- If they are not likely to be positive, what will win them around to support your project?
- If you don't think you will be able to win them around, how will you manage their opposition?

Example Power/Interest Grid with Stakeholders Marked



Color code:

Red= Blockers or critics

Green= Supporters

Orange= Neutral