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| **Strength** | **Opportunity** |
| strong team of skilled and competent traditional project managers | collocated area shared by marketing, sales, and IT |
| dedicated workforce | marketing has numerous customers |
| the company's product line is outstanding | the sales team is open to adopting the new methodology |
| the team understands its customer base and its needs | leadership supports the change to scrum |
| IT team has adequate technology and skilled personnel to upgrade services and applications | IT can support any change necessary |
| **Weakness** | **Threat** |
| inefficient product rollout methods | they generally lose their first-mover advantage |
| Traditional project management methods frustrate stakeholders and often overwhelm the marketing team | people in teams are frustrated and pointing fingers |
| Communications and collaboration are fragmented. | A lot of change requests received during implementation |
| marketing can’t make timely decisions | healthcare industry is highly competitive |
| stakeholders waste time as they can't determine who they need to approach for the decisions that they need to make | decision making is slow |

**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.