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| **Strength** | **Opportunity** |
| **Collocated Workspace:** NAD Inc. has the advantage of a shared collocated area among marketing, sales, and IT teams. This proximity can foster better communication and collaboration. | **Rapidly Changing Environment:** The healthcare industry's dynamic nature presents opportunities for new product ideas and partnerships that can be better capitalized on using Scrum's flexibility. |
| **Skilled Workforce:** The company boasts a strong team of skilled and competent traditional project managers. This expertise can be leveraged to adapt to the Scrum framework effectively. | **First-Mover Advantage:** By adopting Scrum and improving the time-to-market, NAD Inc. can gain a first-mover advantage over competitors, capturing new market segments quickly. |
| **Strong Product Line:** NAD Inc. has an outstanding product line, which provides a competitive advantage once the timely product launches are achieved using Scrum. | **Customer Engagement:** The adoption of Scrum allows for more frequent customer feedback and engagement, leading to better understanding of customer needs and preferences. |
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| **Weakness** | **Threat** |
| **Lack of Scrum Experience:** None of the traditional project managers have Scrum experience. This might pose initial challenges during the transition to Scrum. | **Competitive Pressure:** The highly competitive healthcare industry demands quick responses to market changes. Failure to do so may lead to loss of customers and revenue. |
| **Fragmented Communications:** Fragmented communications among the marketing team and various stakeholders lead to delays and inefficiencies in decision-making. | **Resistance to Change:** The lack of familiarity with Scrum among marketing and sales teams might lead to initial resistance and slower adoption. |
| **Data Processing Speed:** The marketing team struggles to analyze the amount of data it receives in a timely manner, impacting its ability to make quick and informed decisions. | **Technical Debt and Delays:** The influx of change requests during implementation could lead to technical debt and further delays in product launches. |
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**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.