

SWOT Analysis Worksheet

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.
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.