

SWOT Analysis Worksheet

Strength	Opportunity
Strong and skilled team of traditional project managers	Open-mindedness among sales and marketing teams to adopt Scrum methodology
Outstanding product line with high potential in the market	High demand for faster and more agile product launches in the healthcare industry
Adequate IT resources and skilled personnel for technological upgrades	Potential for stronger collaboration between marketing, sales, and IT
Collocated workspace for marketing, sales, and IT, enabling better collaboration	Emerging opportunities for partnerships with large retailers
Open-minded leadership: Leadership is supportive of adopting new methodologies like Scrum to improve organizational agility	Ability to leverage existing skilled IT personnel for Agile implementations
Weakness	Threat
Lack of Scrum and Agile experience across teams	Highly competitive healthcare industry with rapid innovation cycles
Inefficient decision-making processes with fragmented communication	Loss of customers and revenue due to delayed product rollouts
Slow time-to-market due to reliance on traditional project management methods	Stakeholder dissatisfaction leading to reduced team morale
High technical debt and confusion during technology upgrades	Risk of falling further behind competitors without effective process improvements
Marketing seen as a bottleneck for corporate growth	

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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.