## **SWOT Worksheet**

Strengths (Cause)	Opportunities (Event)
Teamwork	Teambuilding with current and new employees
Give back to community	Better reputation of company and products with community
Clean up environment	Seen by community as committed to environmental causes
Opportunities for sales	Marketing and revenue from product sales
CEO support	Engage employees
Weaknesses (Cause)	Threats (Event)
Weaknesses (Cause)  Bad weather	Threats (Event) Rain impacts event negatively
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Bad weather	Rain impacts event negatively
Bad weather Injury from hike	Rain impacts event negatively Liability since it's a company event
Bad weather Injury from hike Traffic	Rain impacts event negatively Liability since it's a company event Employee injury and liability
Bad weather Injury from hike Traffic Transportation	Rain impacts event negatively Liability since it's a company event Employee injury and liability Delays
Bad weather Injury from hike Traffic Transportation Catering	Rain impacts event negatively Liability since it's a company event Employee injury and liability Delays Food contamination and allergies

## Project: ORI Magic Mountain Cleanup Date: Feb 15 Impact Probability # Cause Event **Risk Owner** Category Risk Risk Score Trigger Impact Response Risk Rating Rating Teambuilding with Plan for more Better collaboration and PM Teamwork current and new 4 -4 -16 None teambuilding cooperation employees events 1 Opportunity Add this event Better reputation of to company Better public view of 3 company and products Public Relations -12 None website and Give back to community with community publish in social media 2 Opportunity Add this event Seen by community as to company Better public view of Clean up environment committed to Public Relations 5 -5 -25 None website and environmental causes publish in social media 3 Opportunity Prepare for More sales, bigger load on Marketing and revenue hits to Opportunities for sales Better sales Marketing 4 -5 -20 websites and from product sales website, responses to social media social media 4 Opportunity More CEO 3 -15 Engage employees Better morale -5 CEO support None committed 5 Opportunity employees Prepare to Rain impacts event Poor public view of Weather cancel if 2 Bad weather Environmental Threat 4 8 weather too negatively company reports severe 6 Remind Liability since it's a Prepare first Injury from hike 3 Injury risk Healthy and safety Threat 3 employees company event aid kits to be careful 7 Employee injury and Bus got into Hire qualified Injury risk Healthy and safety Threat 3 1 3 Traffic accident 8 liability accident bus drivers Poor public view of Traffic 3 9 3 Transportation Delays Public Relations Threat Leave early 9 company reports People start Hire qualified Food contamination Poor public view of Catering Public Relations Threat 3 3 9 10 getting sick and allergies company caterers CEO Poor engagement by Lack of encourage Cannot participate in Not enough volunteers employees in company CEO Threat 5 volunteers volunteers, event events by deadline offer incentives 11 **Total Risk Score**

 Probability Risk Rating
 Impact Risk Rating

 5: High
 5: High

 4: High to Moderate
 4: High to Moderate

 3: Moderate
 3: Moderate

 2: Moderate to Low
 2: Moderate to Low

 1: Low
 1: Low

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Α								R3	Traffic ac
В	3	R2, R3		R4, R5				R4	Transpor
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	Top Risks							
#	Cause	Event	Impact	Response				
R1	Bad weather	Rain impacts event negatively	Poor public view of company	Prepare to cancel if weather too severe				
R2	Injury from hike	Liability since it's a company event	Injury risk	Prepare first aid kits				
R3	Traffic accident	Employee injury and liability	Injury risk	Hire qualified bus drivers				
R4	Transportation	Delays	Poor public view of company	Leave early				
R5	Catering	Food contamination and allergies	Poor public view of company	Hire qualified caterers				
R6	Not enough volunteers	Cannot participate in event	Poor engagement by employees in company events	CEO encourage volunteers, offer incentives				
R7								
R8								

Scoring				
Watch List Low	1-6			
Watch List Moderate	8-12			
Urgent List High	15-25			

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Top Opportunities						
#	Cause	Event	Impact	Response		
R1	Teamwork	Teambuilding with current and new employees	Better collaboration and cooperation	Plan for more teambuilding events		
R2	Give back to community	Better reputation of company and products with community	Better public view of company	Add this event to company website and publish in social media		
R3	Clean up environment	Seen by community as committed to environmental causes	Better public view of company	Add this event to company website and publish in social media		
R4	Opportunities for sales	Marketing and revenue from product sales	Better sales	Prepare for bigger load on websites and responses to social media		
R5	CEO support	Engage employees	Better morale	More committed employees		
R6						

Scoring					
Watch List Low	1-6				
Watch List Moderate	8-12				
Urgent List High	15-25				

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