

## 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)
Bad weather	Rain impacts event negatively
Injury from hike	Liability since it's a company event
Traffic	Employee injury and liability
Transportation	Delays
Catering	Food contamination and allergies
Not enough volunteers	Cannot participate in event

Project: ORI Magic Mountain Cleanup

Date: Feb 15

#	Cause	Event	Impact	Risk Owner	Category	Probability Risk Rating	Impact Risk Rating	Risk Score	Trigger	Response
1	Teamwork	Teambuilding with current and new employees	Better collaboration and cooperation	PM	Opportunity	4	-4	-16	None	Plan for more teambuilding events
2	Give back to community	Better reputation of company and products with community	Better public view of company	Public Relations		3	-4	-12	None	Add this event to company website and publish in social media
3	Clean up environment	Seen by community as committed to environmental causes	Better public view of company	Public Relations		5	-5	-25	None	Add this event to company website and publish in social media
4	Opportunities for sales	Marketing and revenue from product sales	Better sales	Marketing		4	-5	-20	More sales, hits to website, social media	Prepare for bigger load on websites and responses to social media
5	CEO support	Engage employees	Better morale	CEO		3	-5	-15	None	More committed employees
6	Bad weather	Rain impacts event negatively	Poor public view of company	Environmental	Threat	2	4	8	Weather reports	Prepare to cancel if weather too severe
7	Injury from hike	Liability since it's a company event	Injury risk	Healthy and safety	Threat	3	1	3	Remind employees to be careful	Prepare first aid kits
8	Traffic accident	Employee injury and liability	Injury risk	Healthy and safety	Threat	3	1	3	Bus got into accident	Hire qualified bus drivers
9	Transportation	Delays	Poor public view of company	Public Relations	Threat	3	3	9	Traffic reports	Leave early
10	Catering	Food contamination and allergies	Poor public view of company	Public Relations	Threat	3	3	9	People start getting sick	Hire qualified caterers
11	Not enough volunteers	Cannot participate in event	Poor engagement by employees in company events	CEO	Threat	1	5	5	Lack of volunteers by deadline	CEO encourage volunteers, offer incentives
Total Risk Score								-51		

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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P R O B A B I  L I T Y	5						Top Risks				
	4						#	Cause	Event	Impact	Response
	3	R2, R3		R4, R5			R1	Bad weather	Rain impacts event negatively	Poor public view of company	Prepare to cancel if weather too severe
	2				R1		R2	Injury from hike	Liability since it's a company event	Injury risk	Prepare first aid kits
	1						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		

