

SWOT canvas

Use the **SWOT canvas** to analyse your business's **strengths, weaknesses, opportunities and threats**. It is a traditional, but very effective, tool to focus on one aspect of your business model. This analysis helps you find your business's strengths and weaknesses and determine what matters most.

Overview

The **SWOT canvas** works well alongside the **design criteria canvas** and the **business model canvas**.

To help manage internal change, use the SWOT canvas to assess the strengths and weaknesses of each of your business model canvas segments.

It is a 2-by-2 table used to describe strengths, weaknesses, opportunities and threats.

- The vertical axis splits internal and external factors that you need to work with when managing change.
- The horizontal axis separates positives and negative factors. Strengths and opportunities are positive, and weaknesses and threats are negative.

Instructions

1. **Before you start:**
 - Complete the business model canvas and design criteria canvas for your business.
 - Decide on the format that suits you:
 - print a large copy of the template and hang on the wall
 - download the template and complete on your computer or project onto a screen.
 - Have plenty of sticky notes and pens ready.
 - Allow around 45-60 minutes of undisturbed time.
2. **Map the strengths and weaknesses of your current business model:**
 - **Assess each section of your completed business model canvas:** find the strengths and weaknesses for each building block individually.
 - **Assess the big picture:** review the whole canvas to understand the interconnected nature of your business and any implications.
3. Organise your insights, by choosing:
 - the current top 3 strengths of your business
 - the current top 3 weaknesses of your business.
4. Compare the different insights. Try to see if any insights have strengths that cancel out weaknesses, or vice versa.

5. Rank and prioritise the top 3 strengths and weaknesses from most important to least important as they relate to managing the internal change you see.
6. Review the SWOT canvas and answer:
 - How can you reduce or eliminate a weakness to help you navigate change?
 - How can you build upon a strength that exists in your business to help you navigate change?
 - How can you create a new strength for your business to help you navigate change?
7. Rank and prioritise your answers from most important to least important for how they will help you manage expected changes.

Record your decisions as your design criteria to help you prioritise where and how you will manage change. Use the design criteria canvas to record the most important insights and ideas from your performance assessment as 'must', and the least important as 'should' or 'could'.

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● **Strengths**

● **Weaknesses**

● **Opportunities**

● **Threats**