

SWOT Analysis

The **SWOT Analysis** is an excellent tool for growth strategy in almost every organisation. The acronym stands for **Strengths, Weaknesses, Opportunities** and **Threats**. The beauty lies in its holistic assessment of both internal and external factors as well as the good and the bad. The first great benefit of this exercise is the significant increase in **Awareness** - where you stand today. Thereafter, it facilitates **Alignment** before proceeding to **Action**.

