

TRAINING TOOL “MANAGING TRANSITION”



- **THE NAME OF THE TOOL**

- The S.W.O.T. analysis

- **DESCRIPTION OF THE TOOL**

- The S.W.O.T. analysis (or matrix) is a structured planning tool used to assess the strengths and weaknesses, opportunities and threats inherent in a project or strategic choice.

It is a business analysis tool that has now become an international standard that takes as a reference the strengths and weaknesses of a company and the opportunities and threats of the market and context in which the company operates. Useful for creating a photograph of the state of the art, it helps to design and plan the most suitable strategy for the internal and external context.

Looking at the factors of the external environment and internal organization, strategies and actions capable of achieving truly achievable objectives can be developed.

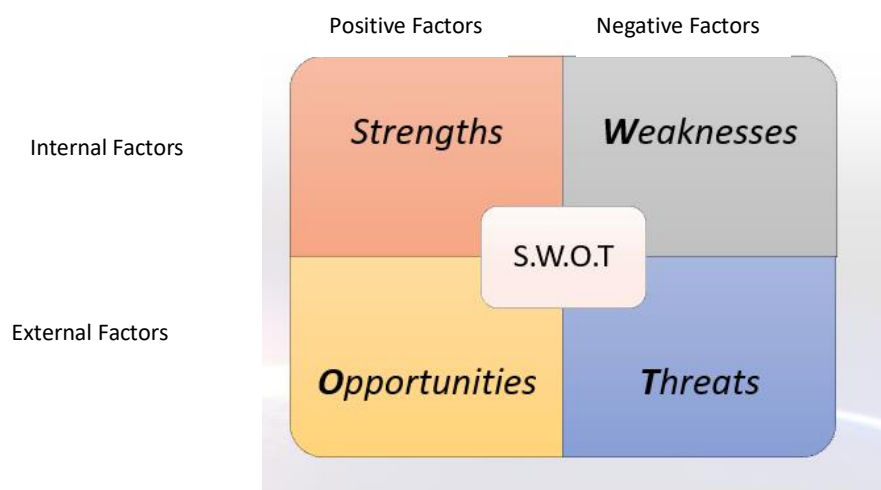


Figure 1

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To create a SWOT it is good to supervise and explain all aspects bearing in mind that STRENGTHS and WEAKNESSES are internal and controllable aspects while OPPORTUNITIES and THREATS are external and uncontrollable aspects.

Strengths: characteristics of the business or project that give it an advantage over others.

Weaknesses: characteristics of the business that place the business or project at a disadvantage relative to others.

Opportunities: elements in the environment that the business or project could exploit to its advantage.

Threats: elements in the environment that could cause trouble for the business or project.

● **OBJECTIVES OF THE TOOL**

The three main objectives of the tool are:

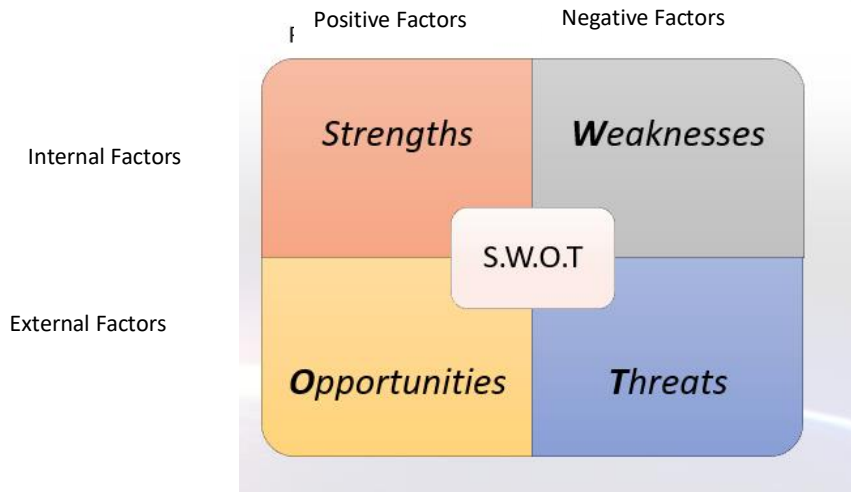
- Acquire awareness of the current situation in terms of potential and risks (internal / external)
- Identify, starting from the state of the art, strategic plans consistent with the needs of the company and contest in which the manager operates
- Know and apply the tool in the analysis and strategy formulation phase

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- **CONNECTION THE TOOL WITH THE SKILL**
- The declination of the analysis is placed in the context of strategic organization and planning activities as relevant in order to intercept a truly actionable strategy. In practice, identify the state of the art around which to build and implement strategic choices. These skills are required of managerial figures who, within companies, support the owners and / or company management in defining medium / long-term strategies, verifying their impacts so that they can produce positive results. According to this approach, the relationship with the Skill Organization and Strategic Planning - Manager Transition appears clear.
- **RESOURCES AND MATERIALS**
- For the experimentation of the tool, a form is required; see Figure 1, in which an explanation of the different quadrants is given and a form to be filled in, in which the managers carry out the SWOT analysis of their company. This tool can also be used on other occasions, such as starting a new project, starting a new business unit, etc.
- **IMPLEMENTATION OF THE TOOL**
- Furthermore, it seems appropriate to highlight how the tool can be tested in the classroom or independently by the manager following the application of the S.W.O.T according to the following steps:

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S1: ANALYSIS OF INTERNAL FACTORS: S. + W.

It is useful to identify this part of the card first, independently, and then discussing it with a colleague / manager / customer to have more points of view compared (this second part often detects aspects that we had not taken into consideration, thus enriching the mapping)

S2: ANALYSIS OF EXTERNAL FACTORS: O. + T.

Then analyze the opportunities or the favourable aspects external to your company from which you can take advantage: new or emerging markets, technology evolution, new needs and new customer targets, population increase

The analysis ends with the identification of any threats or causes and conditions that influence the chances of success of a project / strategy and whose evaluation allows you to build an emergency plan to minimize the negative impact.

It is a highly flexible tool that can be used for all types of strategic decisions (to evaluate locations, investments, social media strategy, e-commerce site, merger, partnership or acquisition, marketing strategy).

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- **WHAT YOU LEARN**

- Through the analysis, it will be possible for the manager to concretely experience a strategic planning tool by starting to look at the company with a 360 ° overview and abandoning the purely operational role. The tool can be used individually but it is much better to use it by providing a comparison with colleagues / owners. In this way, especially in an initial phase of managerial transition, managers will be able to acquire information and knowledge from senior resources that will give useful support to "stay and act" their new role within the organization they belong to with greater awareness both technical and organizational - managerial and cultural. The comparison with a colleague can be useful with the support-coaching of a college / tutor to check progress and learnings.