

SWOT ANALYSIS

ORIGINAL COMPANION / Keep evidence, assumptions and decisions distinct. Name the context and date your version.

DECISION / TIMEFRAME / DATE

Record the outcome and boundary before completing the four groups.

STRENGTHS

Concrete factor, evidence source and uncertainty:

WEAKNESSES

Concrete factor, evidence source and uncertainty:

OPPORTUNITIES

Concrete factor, evidence source and uncertainty:

THREATS

Concrete factor, evidence source and uncertainty:

BELOW THE SURFACE

Check the reasoning behind the next action. Preserve contrary evidence, uncertainty and practical limits.

STRATEGIC OPTION

What action is being considered, and for which period?

CONNECTED FACTORS

Which strengths, weaknesses, opportunities or threats matter together?

CRITICAL DEPENDENCY

Under what condition does the option remain viable?

CONTRARY EVIDENCE

What could reverse the recommendation?

NEXT CHECK OR TRIAL

What should be verified before a larger commitment?

OWNER & DECISION POINT

Who acts, what is reviewed and when?