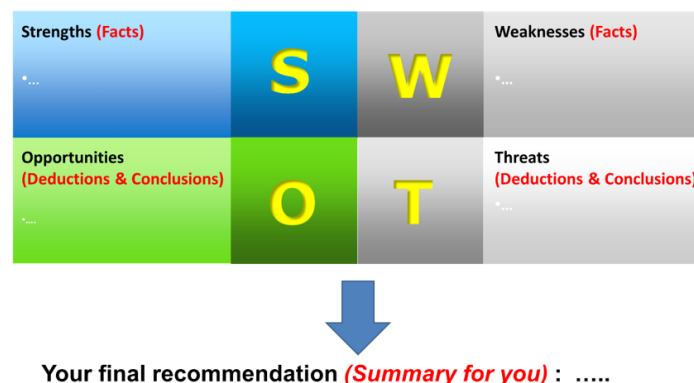


8.4.2. SWOT Analysis

The SWOT analysis is a widely used planning tool for evaluating the strengths, weaknesses, opportunities, and threats of a business, organization, or any other entity or specific objective. Additionally, the TOWS technique, which is the reverse of SWOT, further supports the development of multiple alternative strategies based on a combination of these internal and external factors.

The SWOT/TOWS analysis is a practical tool that helps identify internal and external factors and assess their impact on a specific objective, plan, or course of action. It empowers you to develop recommendations, review existing analyses, and refine intelligence requirements. Additionally, it highlights areas for further exploration, giving you a comprehensive understanding of the situation.

See some examples



SWOT/TOWS MATRIX	OPPORTUNITIES	THREATS
STRENGTH	Can we use strengths to take advantage of opportunities?	Can we use strengths to limit risks?
WEAKNESSES	What weaknesses do we need to eliminate in order to take better advantage of opportunities?	What weaknesses do we need to address in order to mitigate risks?

How to use:

- Define the objective to be analysed.
- Identify internal STRENGTHS and WEAKNESSES and external OPPORTUNITIES and THREATS.
- Use the this Framework (SWOT) for brainstorming.
 - Strengths are internal factors that are helpful in achieving the objective.
 - Weaknesses are internal factors that hinder the achievement of an objective.
 - Opportunities are external factors that can help you achieve your objectives.
 - Threats are external factors that hinder the achievement of your objectives.
- Use the TOWS matrix to align internal and external factors and develop strategies to leverage strengths and opportunities while addressing weaknesses and threats.