

SWOT Analysis with MindGenius

SWOT Analysis with MindGenius is simple and straightforward. All it requires is a meeting room with computer projection capability, a PC with MindGenius installed and the correct people in the room.

MindGenius allows you to use SWOT Analysis as an effective every day technique.

Remember, before you use MindGenius for the first time; view the MindGenius “getting started” video to learn about the basic features you will need to get underway.

Getting started with your SWOT Analysis session

SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis is an excellent technique for reviewing strategy and improvement ideas. It can help to reveal your competitive advantages, analyse your prospects for sales and profitability, prepare your company for potential problems and allow for the development of contingency plans. Teams or individuals can also use the same process for any number of things including reviews of small projects or individual performance.

Definition of SWOT

Strengths are positive tangible and intangible attributes, internal to an organisation/department/individual and are within the organisation/ departments/ individuals’ control.

Weaknesses are factors that are within an organisation/departments/ individuals’ control that could be improved upon in some way.

To understand strengths and weaknesses, we need to look at things from an internal viewpoint, internally to either the organisation/ department/individual.

Opportunities are external factors that could allow the organisation/department/individual to develop further.

Threats are beyond an organisation/department/individual control and could present a risk, especially if no contingency plan is in existence. They could be classified by seriousness or likelihood of occurrence.

To understand opportunities and threats, we need to look at the external business environment.

Identify Strengths, Weaknesses, Opportunities, and Threats

To identify and understand Strengths, Weaknesses, Opportunities and Threats, you should undertake four distinct brainstorming exercises. MindGenius contains **SWOT Analysis templates and associated questions** and allows you to easily capture the results of your brainstorming session using the **Type and Return** feature. You will be able to capture a far greater amount of information in a format that you can work with, manipulate and reuse at any point. You don’t need to worry about the order of ideas either at this stage as MindGenius allows you to easily reorder ideas at any time.

For further information on Brainstorming, take a look at the “**Brainstorming with MindGenius**” document.

Staying on Track with MindGenius

MindGenius allows you easily find your place, or elaborate on previous points at any time, giving the facilitator help in maintaining control and momentum through the **Map Explorer**. In addition, MindGenius allows you to **manage complexity** by drilling down to the detail and viewing sections in isolation to either refer to previous points or elaborate further.

Of course, there is still skill required on the part of the facilitator to direct the session and ensure the correct questioning is used to keep it flowing but MindGenius helps you keep on track. MindGenius can also help you with the questioning process too through its **Questions Tool**.

Understand and Analyse using Categories

Once you have completed the Strengths, Weaknesses, Opportunities and Threats sections you can review your work and prioritise/rank the group's thoughts in order to identify what is important. This is a simple task within MindGenius and allows you to collaborate with colleagues to get a rounded viewpoint.

The order your thoughts come out reflects your sequence of thinking and is often not the most logical order for the branches to go in. Simple **Drag and Drop** mouse actions allow you to quickly and visually re-arrange your thoughts. MindGenius then allows you to easily categorise and re-order your ideas to enable elaboration on earlier points and a greater understanding on the information gathered.

You can then assign **Categories** to the branches within your map to indicate how you have ranked them. Then you can see at a glance how important threats and opportunities are. You can **create Category views** to look at this information in isolation. MindGenius also allows you to add **Resources** to ideas which helps you to work out whether or not your ideas are achievable with your existing knowledge and resources.

During this process, you should refine the ideas captured, and take out duplicates, in order to identify where you need to leverage your strengths, prioritise your opportunities, remove weaknesses and overcome threats.

MindGenius allows you to work with your attendees to gain consensus on which information is relevant, linked and in context and sort your information during the exercise, rather than the facilitator needing to collate disparate data after the SWOT Analysis session.

Identify the way forward

You and your attendees can now come to a decision as to the best way forward and discuss your recommendations. MindGenius allows you to action plan to build on strengths, address weaknesses, investigate opportunities and manage threats. You can assign **Actions** to ideas which can then be **exported to MS Outlook** tasks. This means the great ideas you come up with have a real chance of being implemented.

Share your thinking

You can share your thinking with colleagues with your map or by exporting information to **MS Office packages such as Word or PowerPoint** to further develop your ideas, or strategy, to get actions started straightaway or to kick start projects.

What next?

Using MindGenius, you will be able to use SWOT Analysis effectively and on a regular basis to maintain, build and leverage of your strengths, make the most of and prioritise your opportunities and remove weaknesses and overcome or remedy threats.

Select a SWOT Analysis template to get started with your SWOT Analysis session.