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**Next**

**Step 1—Scan of the Environment (SWOT)**

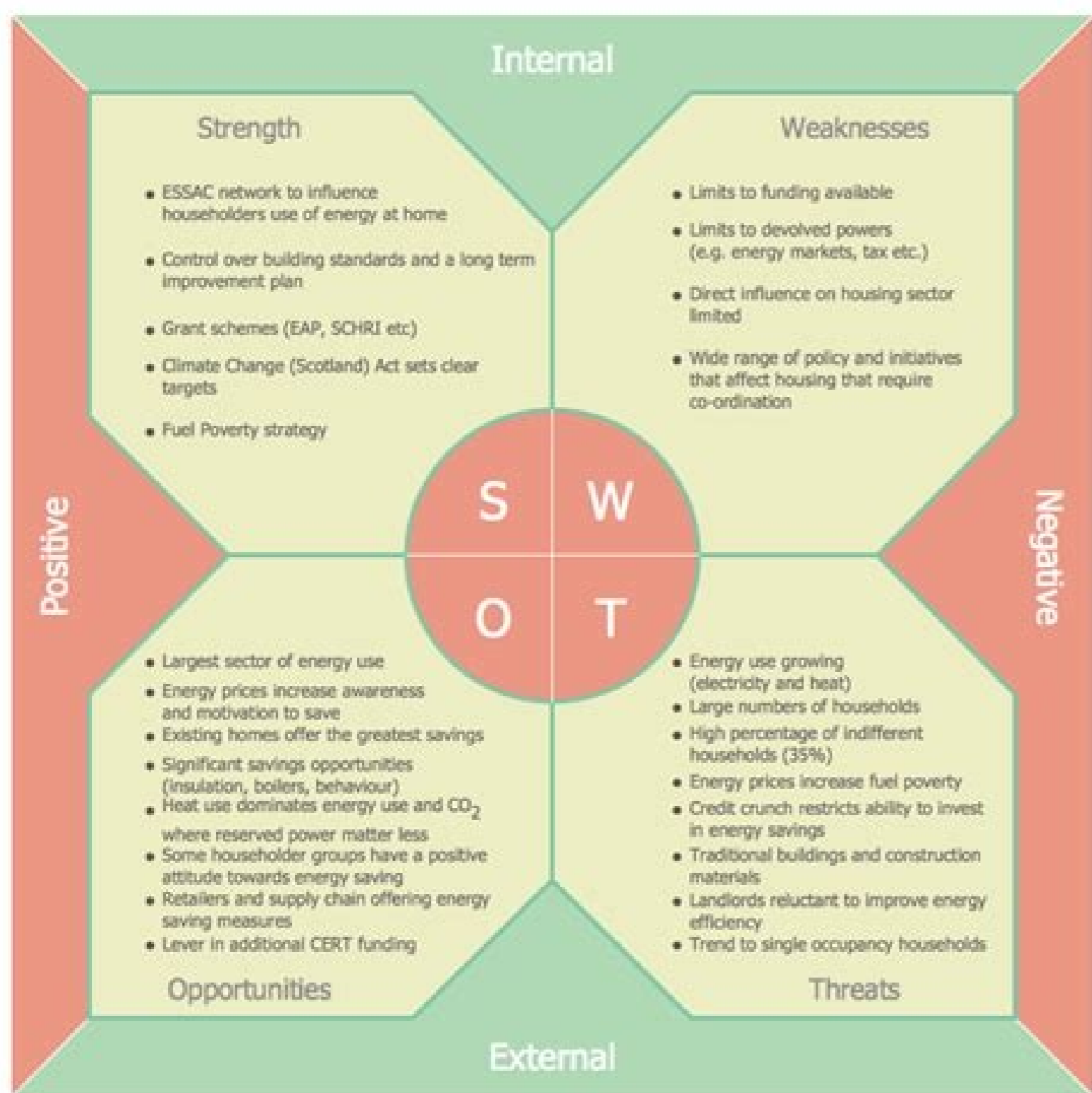
Environmental scanning is conducted to help your organization shape its workforce plan in response to rapid workplace changes. Such scanning enables you to review and analyze internal and external Strengths, Weaknesses, Opportunities and Threats—the SWOT analysis. Environmental scanning addresses external and internal factors that will affect short-term and long-term goals.

**a. External Environment**

Opportunities and threats created by key external forces that affect your entire organization should be examined, such as demographics, economics, technology, and political/legal and social/cultural factors (relative to employees, customers and competitors). For example, environmental scanning will help you understand recruitment/retention approaches and strategies competitors currently use to attract hard-to-find specialists.

Examples of the external data that can be used for the SWOT analysis include:

- General information such as:
  - Demand for and supply of workers in key occupational fields
  - Emerging occupations and competencies
  - Retirement
  - Desirability of key geographic areas
  - Competitors in key geographic areas
  - Policies of major competitors
  - Labor force diversity
  - Colleges' and educational institutions' enrollments and specialties
  - New government laws and policies affecting the workforce
  - General economic conditions
- Changing composition of the workforce and shifting work patterns including demographics, diversity, outsourcing, work patterns, and work shifts such as:
  - Civilian labor force age
  - Civilian labor force ethnicity
  - Growing occupations/ethnicity in the civilian labor force
  - Vanishing occupations/ethnicity in the civilian labor force
  - Emerging competencies/ethnicity in the civilian labor force
  - Civilian labor force education levels/ethnicity
  - Civilian labor force secondary and post secondary school enrollments/ethnicity
  - Civilian labor force high school graduations/ethnicity
  - New social programs (e.g., school to work)
  - Terminated social programs
  - Current trends in staffing patterns (such as part-time or job sharing)
  - Technology shifts



<b>Jobs Safety Analysis (JSA)</b>		Date: _____
JOB ACTIVITY NAME: _____		NAI# _____
DEPARTMENT/GROUP NAME: _____	BUILDING AREA/LOCATION: _____	OTHER INFORMATION: _____
REQUIRED PERSONAL PROTECTIVE EQUIPMENT (PPE) FOR THIS JOB: <input type="checkbox"/> safety glasses <input type="checkbox"/> safety shoes <input type="checkbox"/> hearing protection <input type="checkbox"/> other _____ <input type="checkbox"/> other _____ <input type="checkbox"/> hard hat <input type="checkbox"/> safety vest <input type="checkbox"/> safety glasses <input type="checkbox"/> other _____ <input type="checkbox"/> other _____ <input type="checkbox"/> safety glasses <input type="checkbox"/> safety glasses <input type="checkbox"/> safety glasses <input type="checkbox"/> other _____ <input type="checkbox"/> other _____		
Basic Steps	Potential Hazards	Controls

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>ESSAC network to influence householders use of energy at home</li> <li>Control over building standards and a long term improvement plan</li> <li>Grant schemes (EAP, SCHRI etc)</li> <li>Climate Change (Scotland) Act sets clear targets</li> <li>Fuel Poverty strategy</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>Limits to funding available</li> <li>Limits to devolved powers (e.g. energy markets, tax etc.)</li> <li>Direct influence on housing sector limited</li> <li>Wide range of policy and initiatives that affect housing that require co-ordination</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>Largest sector of energy use</li> <li>Energy prices increase awareness and motivation to save</li> <li>Existing homes offer the greatest savings</li> <li>Significant savings opportunities (insulation, boilers, behaviour)</li> <li>Heat use dominates energy use and CO<sub>2</sub> where reserved power matter less</li> <li>Some household groups have a positive attitude towards energy saving</li> <li>Retailers and supply chain offering energy saving measures</li> <li>Lever in additional CERT funding</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>Energy use growing (electricity and heat)</li> <li>Large numbers of households</li> <li>High percentage of indifferent households (35%)</li> <li>Energy prices increase fuel poverty</li> <li>Credit crunch restricts ability to invest in energy savings</li> <li>Traditional buildings and construction materials</li> <li>Landlords reluctant to improve energy efficiency</li> <li>Trend to single occupancy households</li> </ul>

## SWOT analysis worksheet

Through a SWOT analysis you can brainstorm the key variables that affect your company:

- Strengths** may include special skills, motivations, technology, or the distribution or financial capacities that you possess.
- Weaknesses** are negative factors, such as lack of capital, shortages of skilled personnel or unproven products.
- Opportunities** are positive circumstances that, if exploited, will boost your company's success. They may include untapped markets, promising customer relationships and weak competitors.
- Threat factors** should include not only clearly visible threats, such as pending regulations, but potential problems, such as economic downturns, new competitors or changes in consumer tastes.

To carry out a SWOT analysis, write down answers to the following questions. Once the worksheet is complete, you will have a clear view of where your business is positioned in relation to your competitors.

SWOT analysis	My Company	Competitor 1	Competitor 2	Competitor 3
<b>Strengths</b>				
What are your specific business advantages?				
What are your core competencies (what do you do best)?				
Where are you making the most money?				
What are you doing particularly well?				
<b>Weaknesses</b>				
What areas are you avoiding? Why?				
Where do you lack resources?				
What are you doing poorly?				
Where are you losing money?				
What areas need improvement?				

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However, to get accurate data, you need to avoid clichés and preconceived beliefs instead of focusing on objective information. You will not be able to influence the opening of another car wash nearby or their use of better equipment. An example from Plerdy can help you navigate the features of the analysis – especially since it uses a standard structure consisting of the four SWOT sectors. For example, in the case of a small digital agency, the list will be as follows: Strengths (advantages of the company) – a close-knit team, a clear distribution of responsibilities, teamwork. To create it, use special analytical questions to assess all aspects of an activity. This is the desired result. First, you need to assess the strengths and think about how they can be used as a key for realizing potential opportunities. Thanks to effective management based on internal and external processes, the company will gain a stronger position in the market. However, many startups ignore this opportunity – which is a serious mistake. SWOT analysis is extremely important because it allows you to: Understand and measure the current performance of a startup and its best features. Threats – what can prevent the process from being successful? The SWOT analysis includes all four factors, allowing for high-quality strategic planning. To do this, you should add sections to your site that explain why a customer should buy from you or create an account on your SaaS. The analysis must be carried out not only at the start-up stage but also over the course of the company's work. Typically, the plan is drawn up in quarters or months by breaking the individual goals into components. Continual use of SWOT analysis helps improve the team's competitiveness, reduces the number of disadvantages, and prevents the development of negative factors. You can choose 1-2 targeted online marketing channels – for example, SEO and LinkedIn. Weaknesses – problems sometimes arise from weaknesses if management is unwilling to admit them, so you need to make an objective assessment. Weaknesses need to be overcome, such as finding a better location or hiring new employees. It is typically used during a brainstorming session or meeting with company officials. Work out internal and external factors that can affect the business long-term. For example, you can ask customers to leave reviews, offer them free branded stickers, or provide special benefits to regular customers. Threats must be calculated in advance in order to minimize their impact later. Threats (company risks) – the emergence of competitors with low prices for products or services with higher efficiency, unforeseen situations with employees (maternity leave, injury, dismissal). Naturally, within the framework of this analysis, Plerdy considers many more criteria of the company's performance. In addition to the activities described above, you analyze your competitors and your superiority or lag behind them. Marketing tools help with this process, particularly the SWOT analysis method, often used by the largest international TOP companies for strategic planning. In addition, the resulting SWOT analysis results can be added to a marketing or business plan as part of a visual demonstration. One of the main difficulties is finding the starting points. For example, out of ten car washes in the city, only you use the latest equipment and high-quality cleaners, and you always have orderly lines or no queues – there are definite advantages that should be emphasized. Distinctive. Create an effective marketing plan tailored to market processes. Assumes the division of all four components into separate columns or sectors with the possibility of supplementing and expanding each category. Usually, SWOT analysis is performed by internal departments of the company. Thanks to the SWOT analysis template, it is possible to evaluate global projects and local products without using complex tools. It is necessary to conduct research at the first stage, before the start of the process of development and implementation of the project. As a result, the business gains a realistic view of the company's development prospects in a particular industry based on internal and external evaluation factors. With the help of a SWOT analysis template, you can find out what exactly the company does best, how far it lags or surpasses its competitors, and what emphasis needs to be placed on its online marketing strategy. Based on this analysis, a more detailed plan is developed and revised over time – taking into account competing companies' dynamics, actions, and analytical forecasts. To increase the productivity of the analysis, it is necessary to supplement it with digital intelligence, which provides necessary indicators in real-time. This is the most effective way to determine the current state and trends affecting the planning of activities. Why is SWOT Analysis Important? A SWOT analysis is used to create a roadmap. Weaknesses (areas for improvement) – work with large projects, staff development, high prices (due to the small amount of work). Sometimes the opposite situation is observed – energy is spent fixing little things that are insignificant within the company. At the same time, it is better to narrow down the period, such as analyzing the data for the last year. Therefore, it is important to determine the overall goal to be achieved with the help of the SWOT template before starting the analysis. Within the company, this can be the achievement of a certain profit margin or the occupation of a market segment. Still, in case of problems with critical thinking, the procedure can be entrusted to third-party organizations that will do a full audit. Key Components of a SWOT Analysis Let's take a closer look at the four key components of SWOT analysis for other types of business: S – you need to identify your business's strengths and prioritize them. Here you can create new categories – for example, "strengths - threats," "weaknesses - opportunities," to further work with them in a more narrow mindset. Thus, the classic SWOT analysis template will help determine the main points of the strategy, the final one is necessary to form an action plan, and the distinctive one helps study the business environment while highlighting internal and external influential factors. How Do You Use a SWOT Analysis Template? Despite a rather primitive scheme and a visually simple technique, SWOT analysis is a complex procedure that requires considering internal and external factors. Sometimes, in the analysis process, entrepreneurs decide to change their activities or choose a narrower specialization. Weaknesses – which actions were implemented poorly? Minimize bugs and errors while taking care to remove future obstacles. A better quality template allows you to thoroughly analyze the current situation, market position, and available resources. This is just an example of how the assessment procedure can occur and what the management might conclude. Conclusion SWOT analysis is the most important procedure for a company because it can help identify strengths, weaknesses, opportunities, and potential threats. Then, immediately enter information into a spreadsheet, presentation, or Google document for quick and convenient use later. SWOT Analysis: How to Act Upon Your Research Having a SWOT analysis template in hand and completing your research, you need to turn it into a working strategy. Then follow the SWOT criteria by studying the following topics: Clients Competitors Market share Price policy Customer retention methods Suppliers Reputation All of these areas affect the growth of the company. Strengths, weaknesses, opportunities, and threats should be highlighted in each topic, following the traditional SWOT pattern. Opportunities (situations for applying strengths) – quick project execution, high-quality work results, a high level of creativity, the absence of conflicts and disputes affecting activities. Only then will you get transparent and high-quality results. For SWOT analysis to be effective, it is necessary to provide realistic data, ideally with graphs and numbers. Use strengths to prove your value to the client. In the example of a car wash, this may be the distance from major highways or unmotivated staff. Be sure to look at the gap between positive and negative factors, assess their severity and possible risks, and take into account regional characteristics if you and your competitors work in different conditions. SWOT Analysis Template From Plerdy Having a working SWOT analysis template in front of your eyes will better structure your research. Final. Also, look at the threats to the market and try to develop a strategy to minimize them using those same strengths. Now that you have a clear list of actions grab your calendar and set up goals to achieve. Aimed at identifying internal and external factors, which are sometimes combined or interrelated. As part of this task, it can be challenging not to go too deeply into problems that cannot be corrected. O – unrealized business promotion opportunities can be a big loss. Additionally, analyze how external opportunities will help in the fight to reduce the influence of internal weaknesses. As a result, you should see how the product will develop, its obstacles, and facilitate promising growth. SWOT Analysis Best Practices There are many SWOT analysis practices; one of the most interesting is adding competitive analysis. Only in this way can you maximize the potential of your business. When launching a startup, it is important to assess its potential and development prospects, highlight the main movement vectors, and predict the results. However, you can track trends and offer potential customers additional services that competitors do not have. Sometimes the abbreviation USED is used, which is defined as: Use – use of strengths Stop – stopping weaknesses Exploit – the possibility of exploitation Defend – protection from threats In any case, the four main criteria for analysis remain unchanged. Types of SWOT Analysis Templates Within the framework of a SWOT analysis, there are different typologies and approaches to building categories, but usually, three templates are distinguished: Classical. In the following, we will provide a SWOT analysis template and explain its use in business. What is a SWOT analysis? SWOT is an abbreviation that consists of the following elements: Strengths – what are the advantages over competitors? Opportunities – what can be improved? This ensures accurate tracking of the development dynamics, protecting vulnerable areas, and maintaining the company's competitiveness and its individual products, goods, or services.

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