SWOT ANALYSIS
A TRADITIONAL TECHNIQUE FOR INTERNAL MAPPING

INTERNAL MAPPING
Exploitation of internal resources, in order to foster bottom-up emergence of new business concepts through an internal research, whose aim is to obtain inputs from different hierarchical levels

OBJECTIVES
… to analyse impact of the main internal and external factors which define the competitive positioning of a firm or business unit within its market, to elaborate a competitive strategy

- Internal factors: organizational structure, technological progress, organizational culture, level of competence, base of clients, network with partners...
- External factors: technological level within the industry, strenght of concurrents, environmental factors...

WHY THE SWOT ANALYSIS...
- To change mental attitudes towards problems
- To work in team on different kinds of problems
- To analyse problems from 4 different points of view
- To understand strenght and weakness and to turn threats into opportunities.

SWOT ANALYSIS
… a methodology born from marketing research, used to analyse competitive context and in particular product strategies

S-trenghts
W-eaknesses
O-pportunities
T-hreats

WE ARE HERE!
0. Predisposition
1. External mapping
2. Internal mapping
3. Creative process
4. Evaluation
0. Creative training
1. Attributes-Value chain
2. SWOT analysis
3. Provoc. & Movement
4. Morph. analysis

Problem setting
Problem solving

CREATE Project
**SWOT: INTERNAL CONTEXT**

- **Strengths**: resources, competences or productive factors that let an organization realize the strategies that support its mission

- **Weaknesses**: elements that interfere with the realization of the strategy (lack of resources, competences or productive factors)

**SWOT: EXTERNAL CONTEXT**

- **Opportunities**: area of the external environment that can allow the organization to obtain positive performances

- **Threats**: area of the external environment that affect in a negative way the possibilities of the organization to obtain positive performances

**THE PROPOSED QUESTIONNAIRE**

The questionnaire should be filled in by people from different functions in the organization.

**THE PROPOSED QUESTIONNAIRE (internal factors)**

**THE PROPOSED QUESTIONNAIRE (external factors)**

**THE PROPOSED QUESTIONNAIRE (open questions)**
CONCLUSIONS

External mapping

Attributes-value chains

Internal mapping

Swot analysis

CREATIVE PROCESS

Creativity template, Morphological analysis, Provocation & Movement…