

# Team SWOT Analysis



## Strengths

- What do you consider are the major strengths of your team?
  - What is your team expertise?
  - What do you do better than your competitors?
  - How strong are your systems and procedures within your team?
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- What will you do to build on the team's strengths?

## Weaknesses

- What do you consider are the major weaknesses of your team?
  - How self motivated are your team?
  - Do you lack expertise in any part of your team?
  - Do your team care about the business/clients?
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- What will you do to overcome and correct team weaknesses?

## Opportunities

- What are the major opportunities (internal and external) open to your team?
  - What untapped opportunities exist within your team?
  - How does your team maximise on networking opportunities?
  - How well are your team working with other teams within the organisation?
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- What are your plans to develop the opportunities available?

## Threats

- What are the major threats (internal and external) to your team?
  - Do you rely on certain individuals too much?
  - Are all the systems documented or do certain people hold the information in their head?
  - Do you rely on a limited number of customers/clients for the team to succeed?
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- What are your plans to deal with the threats (internal and external) to your team?