

The ROI: Return on INTEGRITYSM
SWOT Analysis

TIME FOR
CHANGE 
ENGINEERING

TIME FOR CHANGE **TOOLKIT: PROFESSIONAL**

INTRODUCTION

When everything is important, nothing is. Prioritization comes from intentional planning, reflection, and value-setting. Your to-do list will always demand more time than you have to give. If you're armed with prioritization tools, giving that time to work that matters will be easier. Your productivity will shift from chaotic firefighting to intentional, energizing work.

The ADD Method is a simple three-step process to help you accomplish your goals. The steps are: Assess, Design, Do.

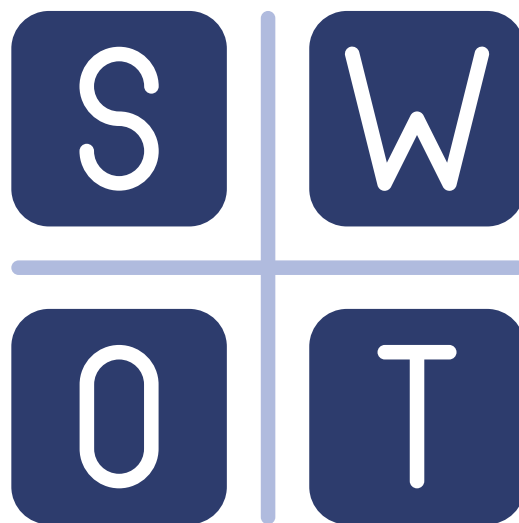
For purposes of a professional or business analysis, we will take the following steps:

- **Assess** what your professional or business goals are using the SWOT analysis and the left side of the Goal Sheet.
- **Design** what your future goals. Envision a clear short-term or long-term goal. Paint a picture of what achieving that goal would look like in the "Achieved" column of the Goal Sheet.
- **Do** consider the resources you have and the skills needed to help you move from "Now" to "Achieved."

ANALYSIS: S.W.O.T.

A SWOT analysis is a common business analysis tool used to bring a complex landscape into clear focus.

- **Strengths** are internal ways to improve under your control.
- **Weaknesses** are internal opportunities for improvement, also under your control.
- **Opportunities** are external positive possibilities that you cannot control.
- **Threats** are external factors that are difficult to control, yet essential to be on your radar.



A SWOT analysis is helpful to understand what lies inside and outside your locus of control. Why waste your efforts on trying to change something you can't control? Your power is in your strengths and weaknesses. Invest in change there, and eventually, you'll grow your locus of control, gaining greater influence over potential opportunities and threats.

Assignment: To complete a SWOT, take a sheet of paper and divide it into 4 quadrants. Label each quadrant one of the four elements: Strengths, Weaknesses, Opportunities, and Threats. Brainstorm for at least 30 minutes to fill each box. Then, reflect. Identify common themes or findings that surprised you. Are there any obvious next steps you can take based on your findings?

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GOAL SHEET

Goal: _____ Date: _____

Specific	
Measurable	
Attainable	
Relevant	
Timely	

A Assess	+	D Design	=	D Do
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Now	Steps	Achieved
Facts		Facts
Habits		Habits
Fears		Feelings

1	2	3