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AI-POWERED SWOT ANALYSIS WORKFLOW

SWOT ANALYSIS IS A CRITICAL TOOL FOR STRATEGIC PLANNING. BUT WHAT IF YOU COULD MAKE THIS PROCESS EVEN MORE EFFICIENT?

HERE'S HOW YOU CAN LEVERAGE AI TOOLS TO SAVE TIME AND ENHANCE ACCURACY.

CHECK THIS OUT FOR A MORE SIMPLIFIED STEP-BY-STEP GUIDE.

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STEP #1:

IDENTIFY STRENGTHS

STEP #1: IDENTIFY STRENGTHS

- **BRAINSTORM INTERNAL STRENGTHS**

[ ] POSITIVE ATTRIBUTES
[ ] TANGIBLE ASSETS
[ ] INTANGIBLE ASSETS
[ ] CAPABILITIES
[ ] RESOURCES

- **EVALUATE AND PRIORITIZE STRENGTHS**

WHAT TO DO?

1. USE CHATGPT TO HELP YOU GENERATE A LIST OF POSITIVE ATTRIBUTES, TANGIBLE AND INTANGIBLE ASSETS, AND CAPABILITIES.
2. USE THE PROMPT ON THE NEXT PAGE AND MODIFY AS NEEDED:

PRO TIP: CREATE A LUCIDCHART VISUAL MAP TO ORGANIZE AND CONNECT THESE STRENGTHS FOR BETTER UNDERSTANDING.

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Example Prompt:

My business is a [provide description.] I'm building a strategy to grow, but I first need to identify my strengths. I want you to explore my business's capabilities and positive attributes based on our performance [provide data]. Generate top 5 internal strengths, including both tangible and intangible assets. Organize these strengths into categories and provide a comprehensive explanation for each.

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STEP #2:

IDENTIFY WEAKNESSES

STEP #2: IDENTIFY WEAKNESSES

- **BRAINSTORM INTERNAL WEAKNESSES**

  [ ] NEGATIVE ATTRIBUTES
  [ ] LIMITATIONS
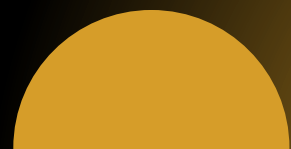 [ ] AREAS FOR IMPROVEMENT

- **EVALUATE AND PRIORITIZE WEAKNESSES**

WHAT TO DO?

1. PIN POINT YOUR INTERNAL WEAKNESSES WITH NOTION.
2. USE THE TOOL TO WORK ON YOUR PROJECTS AND LET NOTION AI ANALYZE YOUR NOTES AND DOCUMENTS TO UNCOVER AREAS FOR IMPROVEMENT.

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STEP #3:

IDENTIFY OPPORTUNITIES

STEP #3: IDENTIFY OPPORTUNITIES

- **BRAINSTORM EXTERNAL OPPORTUNITIES**

  [ ] MARKET TRENDS
  [ ] ECONOMIC FACTORS
  [ ] TECHNOLOGICAL ADVANCES
 [ ] INDUSTRY CHANGES

- **EVALUATE AND PRIORITIZE OPPORTUNITIES**

WHAT TO DO?

1. SIGN UP FOR BRANDWATCH'S CRIMSON HEXAGON TO REVEAL MARKET TRENDS, TECHNOLOGICAL ADVANCES, AND ECONOMIC FACTORS.
2. USE THE INSIGHTS GENERATED TO SPOT POTENTIAL GROWTH AREAS AND EMERGING OPPORTUNITIES.
3. APPLY GOOD OLD-FASHIONED ANALYSIS TO ASSESS THE FEASIBILITY OF EACH OPPORTUNITY.

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STEP #4:
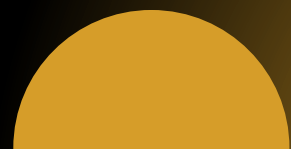
IDENTIFY THREATS

STEP #4: IDENTIFY THREATS

- **BRAINSTORM EXTERNAL THREATS**

[ ] COMPETITORS
[ ] ECONOMIC DOWNTURNS
[ ] REGULATORY CHANGES
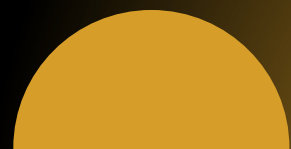[ ] MARKET DISRUPTIONS

- **EVALUATE AND PRIORITIZE THREATS**

WHAT TO DO?

1. ASSESS EXTERNAL THREATS BY USING THE INSIGHTS FROM THE OPPORTUNITY FEASIBILITY ASSESSMENT IN THE PREVIOUS STEP.
2. TAKE NOTE OF ANY SIGNIFICANT ECONOMIC AND REGULATORY CHANGES TO DETERMINE WHICH ONES COULD IMPACT YOUR BUSINESS.

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STEP #5:

DEVELOP AND IMPLEMENT STRATEGIES

STEP #5: DEVELOP AND IMPLEMENT STRATEGIES

[ ] LIST WAYS TO LEVERAGE STRENGTHS TO CAPITALIZE ON OPPORTUNITIES/ MINIMIZE THREATS

[ ] LIST WAYS TO IMPROVE WEAKNESSES TO NEUTRALIZE THREATS/ CAPITALIZE ON OPPORTUNITIES

STEP #5: DEVELOP AND IMPLEMENT STRATEGIES

[ ] CREATE AN ACTION PLAN FOR PRIORITIZED STRATEGIES
  - ASSIGN TASKS AND RESPONSIBILITIES
  - SET DEADLINES AND MILESTONES
  - ALLOCATE RESOURCES
[ ] MONITOR PROGRESS AND ADJUST AS NEEDED

WHAT TO DO?

1. USE CLAUDE AI AS A CREATIVE THINKING PARTNER TO START DEVELOPING YOUR GROWTH STRATEGY.
2. USE THE PROMPT ON THE NEXT PAGE AND MODIFY AS NEEDED.
3. FOR IMPLEMENTATION AND MONITORING, BREAK YOUR STRATEGY DOWN INTO SMALLER TASKS AND SET IT UP AS A NOTION PROJECT.

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I've recently conducted a SWOT analysis for my business. I'd like your help in developing growth strategies based on these insights [provide SWOT analysis findings]. Offer a proposed action plan, an explanation of how it aligns with the SWOT analysis findings, suggested potential challenges and how to overcome them, and KPIs to measure success. Let's start by focusing on [strengths/weaknesses/opportunities/threats]. What creative strategies can we develop to maximize these advantages?

AND THERE YOU HAVE IT—STREAMLINING SWOT ANALYSIS FOR YOUR STRATEGY DEVELOPMENT EFFORTS.

MAKE SURE TO MODIFY THE WORKFLOW AND ADD YOUR EXPERT TOUCH TO INCREASE THE WORKFLOW'S VALUE.

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