



Accelerated SWOT Analysis - Overview

WHAT IS IT

The Accelerated SWOT Method is a simple approach that matches corporate capabilities against market conditions to develop strategic choices. The technique uses a grid to present trends, strengths, weakness and strategic choices on a single panel. The method lends itself to a collaborative approach - taking into account organizational strengths and weaknesses, and market trends. At the end of the exercise you will have a set of strategic imperatives that the leadership team can understand and buy into.

WHEN TO USE IT

The Accelerated SWOT Method is best used when a fresh perspective is needed on trends market and how they line up against corporate capabilities. It is helpful in bringing alignment across a leadership team at the strategic level. It is also a great method for validating strategic programs against and overarching corporate strategy – and when time or resources do not permit the use of the more comprehensive SWOT analysis.

WHY WE USE IT

The Accelerated SWOT helps to solve a variety of problems: Lack of clarity on key strategic imperatives; Lack of confidence that current strategic imperatives take into account current corporate strengths, weaknesses and market conditions; Lack of strategic alignment across the leadership team; Lack of creative thinking around strategic choices that are available to the organization.



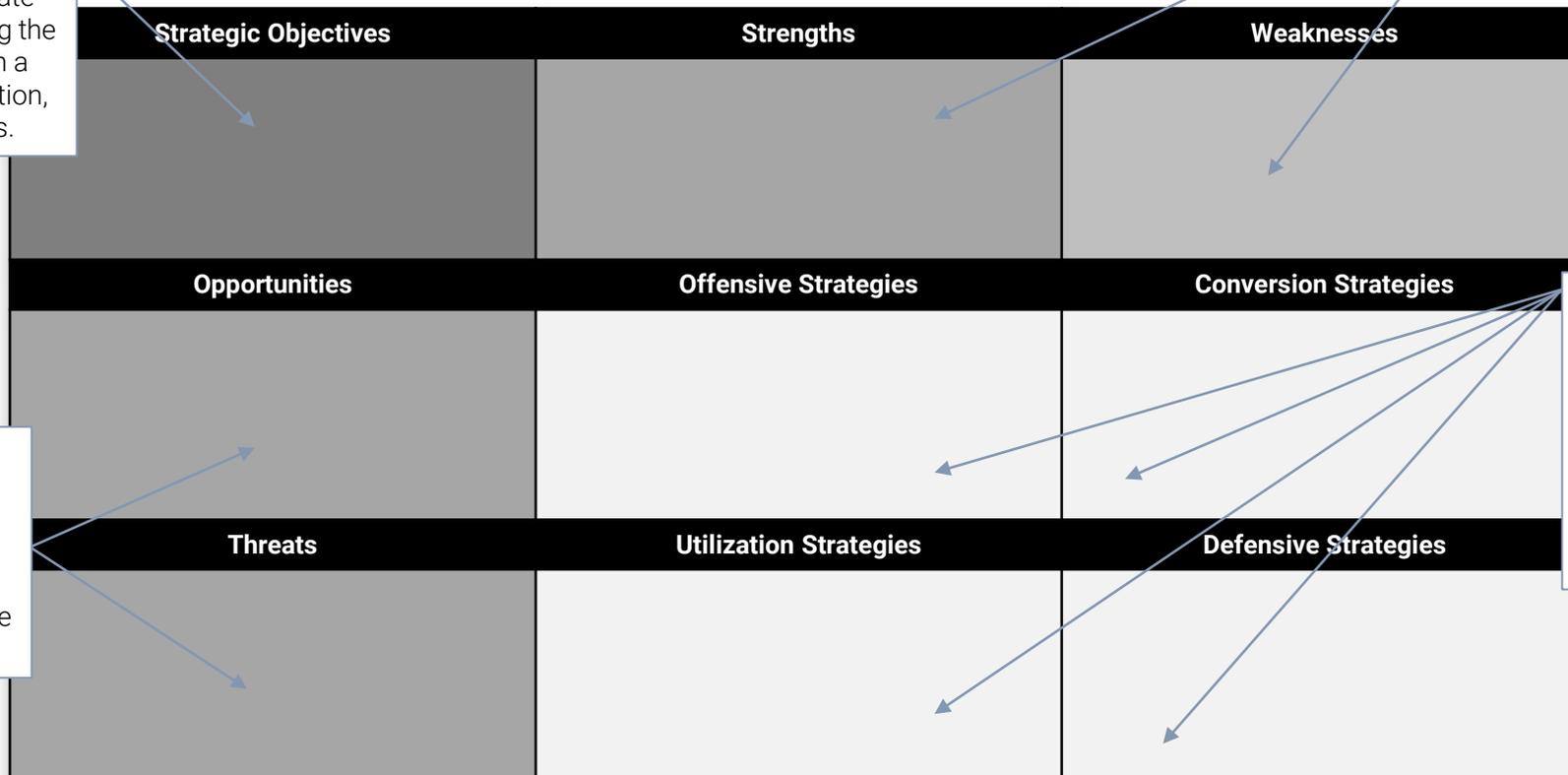
Accelerated SWOT Analysis Method

HOW YOU USE IT

Step 1. Using existing information and stakeholder interviews, document the organization's corporate objectives. If performing the accelerated SWOT on a subset of the organization, use those objectives.

Step 2. Document the key trends that are relevant to the business unit, product, geography used in step 1. Focus on the most influential trends that create opportunities or threats.

Step 3. Document the assessment of internal capabilities. Focus on the key capabilities that are seen as core strengths or weaknesses within the organization.



Step 4. With an eye on the Strategic Objectives captured in the top left box, brainstorm potential strategic choices for the organization. Take on each section (Offensive, Conversion, Utilization, Defensive) sequentially.



Accelerated SWOT Analysis

HOW YOU USE IT

Offensive Strategies = Strengths + Opportunity

Where can a market opportunity be exploited by leveraging a corporate strength.

Conversion Strategies = Weakness + Opportunity

Where can market opportunities be leveraged to overcome a corporate weakness.

Utilization Strategies = Strength + Threat

Where can a Strength be leveraged to overcome a market threat.

Defensive Strategies = Weakness + Threat

What strategy can be employed to neutralize a weakness at the same time as mitigating a threat.

Strategic Objectives	Strengths	Weaknesses
Opportunities	Offensive Strategies	Conversion Strategies
Threats	Utilization Strategies	Defensive Strategies



Accelerated SWOT Analysis Report

Strategic Objectives	Strengths	Weaknesses
Opportunities	Offensive Strategies	Conversion Strategies
Threats	Utilization Strategies	Defensive Strategies



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