

SWOT Analysis Worksheet

*For directions on how to complete a SWOT and critical thinking questions to start the discussion, visit the* [*SWOT Analysis article in the DAP Blueprint.*](https://support.walkme.com/knowledge-base/swot-analysis/) *See the second page of this worksheet for a filled-out example.*

| **Strengths**  Key *advantages* & what the program is *doing well* | **Weaknesses**  Key *disadvantages* & what the program is *not doing well* |
| --- | --- |
|  |  |
| **Opportunities**  Enterprise & environmental factors which could create *favorable* conditions | **Threats**  Enterprise & environmental factors which could create *unfavorable* conditions |
|  |  |

**EXAMPLE SWOT**

| **Strengths**  Key *advantages* & what the program is *doing well* | **Weaknesses**  Key *disadvantages* & what the program is *not doing well* |
| --- | --- |
| * Speed to go-live * Central budget ownership for WalkMe * 2 Builders/Project Leads are self-sufficient in 1 department * Strong prioritization framework and intake process for initial project * Strong championship & executive vision for Digital Adoption | * Limited structure for post go-live content ownership * Difficulty in scoping builds and forecasting for bandwidth * Siloed knowledge of how to use WalkMe Insights platform & data |
| **Opportunities**  Enterprise & environmental factors which could create *favorable* conditions | **Threats**  Enterprise & environmental factors which could create *unfavorable* conditions |
| * Digital Transformation and Change Management announced in recent All Hands as strategic priority * Budget planning in the next 2 months (latest WalkMe project had high visibility and high impact, could be useful for business case) | * Re-org currently happening with IS/IT/Ops teams * Planned merger in Q4 * New leadership as a result of merger * Enterprise wide knowledge management is disorganized with constantly changing ownership |