

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
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| **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
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