

PGX SWOT Analysis Notes Template

Name:

Title:

Date:

General job description:

STRENGTHS <ul style="list-style-type: none">• Strength #1• Strength #2• Strength #3	INTERNAL	WEAKNESSES <ul style="list-style-type: none">• Weakness #1• Weakness #2• Weakness #3
OPPORTUNITIES <ul style="list-style-type: none">• Opportunity #1• Opportunity #2• Opportunity #3	EXTERNAL	THREATS <ul style="list-style-type: none">• Threat #1• Threat #2• Threat #3

SWOT Interview Questions

Simple and direct is always best. Where are you strongest? Where are you weakest? What could you be doing that you're not doing? Who can hurt you the most? Those are the four questions. They are slightly modified below along with some potential follow-ups:

Strengths

1. What do you do best?
 - a. What unique resources do you have?
 - b. What is your strongest asset?
 - c. How is your business different from your competitors'?
 - d. What skills do your employees have that your competitors' employees don't have?
 - e. What things do your customers say you do really well?

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Strengths—General Notes:

Strength #1:

Strength #2:

Strength #3

Weaknesses

1. Where is the organization weak?
 - a. What resources do you lack?
 - b. What expertise do you lack?
 - c. In what areas are your competitors better than you are?
 - d. Is there one customer carrying your entire company?
 - e. What complaints do you regularly hear from your customers?
 - f. What objections do you most often hear from potential customers?
 - g. Is your tech stack up to date?
 - h. Are you properly staffed?
 - i. Are your profit margins lower than your competitors'?

Weaknesses—General Notes:

Weakness #1:

Weakness #2:

Weakness #3:

Opportunities

1. What is the biggest opportunity for your business?
 - a. What trends might positively affect your industry?
 - b. Is there talent available that you should hire?
 - c. Is there a need in the industry that you're not meeting?
 - d. Can you package your products/services differently to increase revenue?
 - e. Do your competitors have any weaknesses that you can exploit?
 - f. Is your target market changing in a way that could help you?
 - g. Is there a niche market that you're not currently targeting?
 - h. Do your customers ever ask for something that you don't offer?
 - i. Could you steal your competitors' customers by offering something they don't?

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Opportunities—General Notes:

Opportunity #1:

Opportunity #2:

Opportunity #3:

Threats

- What is the number one threat to your business?
 - a. Is there anyone who is not currently a direct competitor but could become a competitor in the near future?
 - b. Are your employees happy and supported, or could they easily be poached?
 - c. Is your supply chain secure?
 - d. Do you have a proper resiliency and business continuity plans in place?
 - e. Is your infosec best practices?
 - f. Are your competitors planning on expanding or offering new products soon?
 - g. Is your target marketing shrinking?
 - h. Would you refer to any part of your business as a “burning platform?”

Threats—General Notes:

Threat #1:

Threat #2:

Threat #3:

Additional Notes:
