## INTERNAL FACTORS

### STRENGTHS

- What advantages and value proposition do you have to rival other businesses?
- **People, skills capabilities**
  - Staff development
  - Communication
  - Engagement levels
  - EVP
  - Knowledge and expertise
  - Benefits
  - Succession plans
  - Culture, philosophy and values
  - Data
- **Resources, assets**
  - Properties and locations
  - Equipment
  - Financial reserves
  - Technology
- **Competitive advantage**
  - Intellectual property
  - Products and, or services
  - Markets and reach
  - Innovation
  - Unique selling proposition
- **Internal processes**
  - HR and operational

### WEAKNESSES

- Identify vulnerabilities, the areas of your business and, or HR function that require change to be more efficient, or stopped?
- **People, skills capabilities**
  - Staff morale
  - Budget constraints
  - Skills gaps
  - Employee turnover
  - Expertise
  - Internal disruption
  - Historical data
  - HR recognition impeding contribution
  - People management
- **Resources, assets**
  - Core activities
  - Reliability
  - Cash flow
  - Dated technology/equipment
- **Competitive advantage**
  - Reputation and brand perception
  - Quality
  - Procurement strength
  - Beaucracy
  - Reactive rather than proactive
- **Internal processes**
  - HR and operational

## EXTERNAL FACTORS

### OPPORTUNITIES

- What opportunities and trends can you capitalise on?
- **People, skills capabilities**
  - Workforce planning
  - Organisational design
  - Restructure
  - The gig economy
  - Industry trends
  - Technology development
  - Target markets
  - New product developments
  - Expansion and growth
  - Partnerships

### THREATS

- What external factors could impede your progress?
- **People, skills capabilities**
  - Losing staff to competitors
  - Changes to demographics
  - Increasing regulation
  - Labour market conditions
  - New competitors
  - Changes to market demand
  - PESTLE factors (see our PESTLE factsheet)
  - Innovations in technology
  - Cost of investments
  - Loss of market share