

Webinar on

Fundamentals Of S.W.O.T. For First Time Managers

Learning Objectives

- Participants will leave with a historical perspective of SWOT and a firm grasp of the theory behind it as well as the ability to use SWOT in Strategic Planning*
- An understanding of how SWOT fits into the Strategic Planning process*
- Participants will also understand TOWS which is a SWOT inversion and what that means to strategic planning*
- An understanding of how internal (to the organization) forces and external forces interact*

Areas Covered

- Introduction*
- You most critical challenges in managing the direction of your company*
- Why Planning is important*
- History of SWOT*
- Defining SWOT*
- What is T.O.W.S.?*
- What is P.E.S.T.E.L.?*
- Summary and wrap up*

This webinar will discuss the fundamentals of S.W.O.T. for first time managers

PRESENTED BY:

Biagio Sciacca, known to his friends as Bill, was a lifelong resident of Pittston, PA. He is the owner of Intelligent Motivation, Inc. a global consulting and training firm specializing in management and leadership training as well as psychological assessment for hiring and staff development. He is the author of several books relating to goal setting, and his third book, Provocative Leadership, is publishing soon.

On-Demand Webinar

Duration : 90 Minutes

Price: \$200

Webinar Description

S.W.O.T. is a key and fundamental building block in the strategic planning process for many organizations. It is a required skill in most capstone courses to graduate with a degree in Business Administration, Marketing or other types of business functions. And it is used as a common language in Most MBA curriculum. Yet it has lost some of its luster and resilience as a defining business and strategic model over the years.

In the last several decade's academicians and consultants have layered the beauty and simplicity of S.W.O.T. with needless complications and contrivances that were more self-serving than functional. The end result being a lumbering kind of dinosaur that was more vestigial than practical.

We will change that today! By understanding the fundamentals of S.W.O.T. and how those fundamentals can be applied, S.W.O.T. will emerge as a tremendously purposeful tool that can assist an organization in market penetration, vision/mission congruence, and a greater degree of rapidity toward the vision/mission by activity alignment of employees.



Who Should Attend ?

“C” suite and below to the supervisory level. Anyone who had the need to incorporate palling skills into their business repertoire.



To register please visit:

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