



# **Establish a Culture of Sales**

## **Handout I I**

# **Template For Change Risk**

# **Analysis**

**Change Management SWOT Analysis Template:**

*State what you are assessing here...*

<b>Criteria Examples:</b>	<b>Strengths</b>	<b>Weaknesses</b>	<b>Criteria Examples:</b>
<p>Advantages of proposition?</p> <p>Capabilities?</p> <p>Competitive advantages?</p> <p>USP's (unique selling points)?</p> <p>Resources, Assets, People?</p> <p>Experience, knowledge, data?</p> <p>Financial reserves, likely returns?</p> <p>Marketing - reach, distribution, awareness?</p> <p>Innovative aspects?</p> <p>Location and geographical?</p> <p>Price, value, quality?</p> <p>Accreditations, qualifications, certifications?</p>			<p>Disadvantages of proposition?</p> <p>Gaps in capabilities?</p> <p>Lack of competitive strength?</p> <p>Reputation, presence and reach?</p> <p>Financials?</p> <p>Own known vulnerabilities?</p> <p>Timescales, deadlines and pressures?</p> <p>Cashflow, start-up cash drain?</p> <p>Continuity, supply chain robustness?</p> <p>Effects on core activities, distraction?</p> <p>Reliability of data, plan predictability?</p> <p>Morale, commitment, leadership?</p> <p>Accreditations, etc?</p> <p>Processes and systems, etc?</p> <p>Management cover, succession?</p>

Processes, systems, IT, communications? Cultural, attitudinal, behavioural? Management cover, succession? Philosophy and values?			
<b>Criteria Examples:</b>	<b>Opportunities</b>	<b>Threats</b>	<b>Criteria Examples:</b>
Market developments? Competitors' vulnerabilities? Industry or lifestyle trends? Technology development and innovation? Global influences? New markets, vertical, horizontal? Niche target markets? Geographical, export, import? New USP's? Tactics: eg. surprise, major contracts?			Political effects? Legislative effects? Environmental effects? IT developments? Competitor intentions - various? Market demand? New technologies, services, ideas? Vital contracts and partners? Sustaining internal capabilities? Obstacles faced? Insurmountable weaknesses?

<p>Business and product development?</p> <p>Information and research?</p> <p>Partnerships, agencies, distribution?</p> <p>Volumes, production, economies?</p> <p>Seasonal, weather, fashion influences?</p>			<p>Loss of key staff?</p> <p>Sustainable financial backing?</p> <p>Economy - home, abroad?</p> <p>Seasonality, weather effects?</p>
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