

The SWOT / TOWS Analysis Framework

Different arrangements for the same words – **Strengths, Weaknesses, Opportunities, Threats** – the **SWOT/TOWS analysis framework** explores internal and external forces that influence your business.

A part of the Digital Leadership
More information on this model is available here: <https://digitalleadership.com/UNITE/swot-analysis/>

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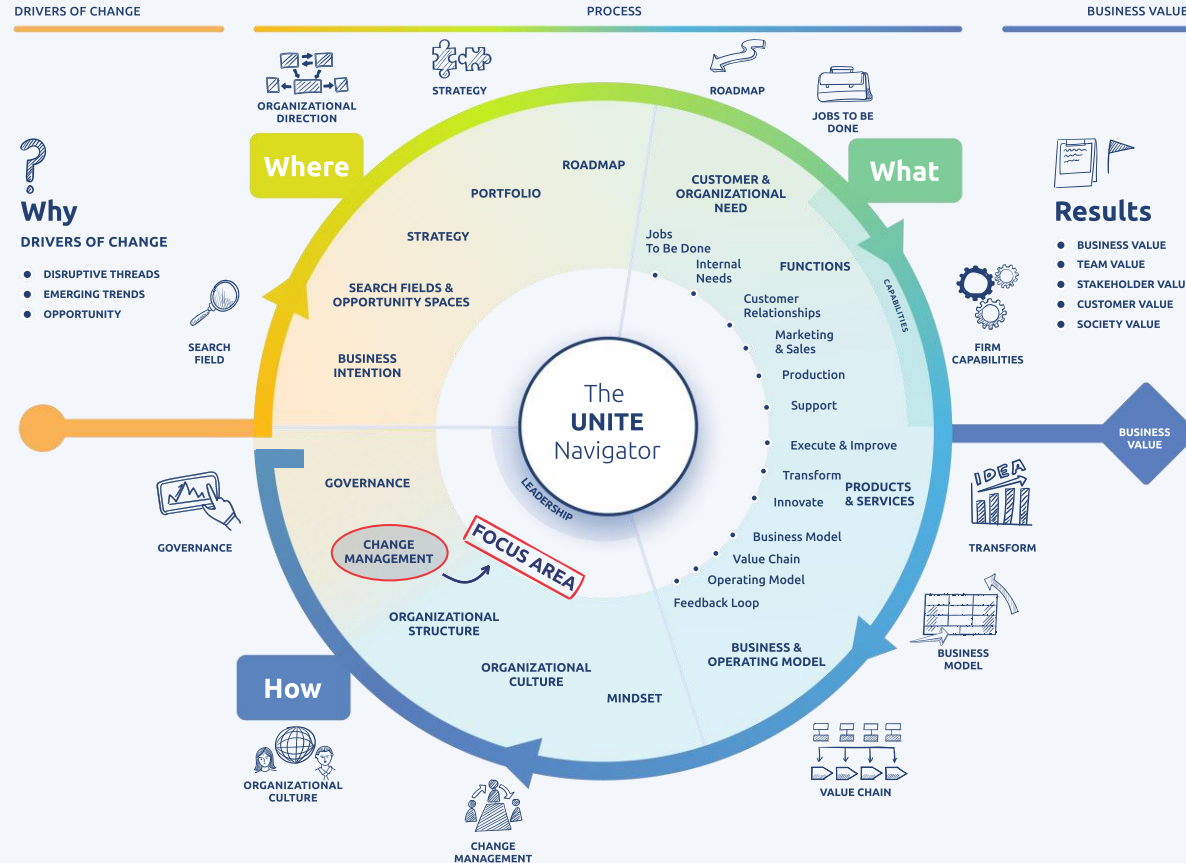
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THE UNITE NAVIGATOR – An overview and introduction to all UNITE models



- > The UNITE models are the by far largest library of innovation and transformation models on the Internet. They cover all areas of digital strategy, innovation, transformation as well as any related field.
- > The UNITE Navigator provides an introduction and overview of all digital-related fields.
- > As part of this presentation, we will focus on *identifying the main forces driving the planned changes.*

Background to the UNITE SWOT x TOWS Framework

Why we use it

It can be challenging to gain a full understanding of all the forces that affect your business's success and failure. The SWOT and TOWS Matrices and Analyses push us to look inward as well as outward to see all challenges as opportunities for growth.

We should also recognize that current success is not guaranteed to continue – there are always threats for which we must prepare and plan.

How it works

Although they are connected, SWOT and TOWS analyses are distinct.

In the SWOT Matrix, you consider Strengths, Weaknesses, Opportunities, and Threats as they relate to your organization. This is an initial analysis that requires you to consider the environment within your business as well as the circumstances without.

The TOWS Matrix takes the analysis one step further, adding another layer to the matrix to create fields that combine the SWOT categories: Strengths/Opportunities, Weaknesses/Opportunities, Strengths/Threats, and Weaknesses/Threats.

In these fields, you enter actionable strategies that take the combinations into account. For example, consider how you can respond to Threats that target your Weaknesses to mitigate potential damage.

In both analyses, you're asked to investigate your entire business model and all operations, perhaps more thoroughly than you would otherwise. As a result, you can prepare and plan in a manner that best positions your organization for success.

What is the goal

Through the SWOT/TOWS Matrix, we **identify and respond to internal and external forces** that influence – for good and for bad – how our business performs.

The UNITE SWOT x TOWS Framework Definition

Different arrangements for the same words – Strengths, Weaknesses, Opportunities, Threats – the SWOT/TOWS analysis framework explores internal and external forces that influence your business.

The SWOT analysis framework provides a broad view of the forces working for and against our business, while the TOWS framework makes room for practical strategizing.

Taken together, we get a useful, comprehensive description of the environments in which we are working, and we are put in a position to best leverage opportunity and overcome challenges.

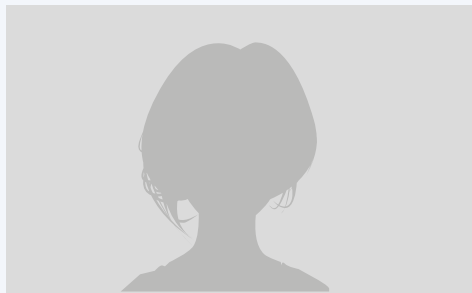
THE SWOT FRAMEWORK



THE TOWS ANALYSIS (BUILDING ON THE SWOT ANALYSIS)



Main authors



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Your title and job

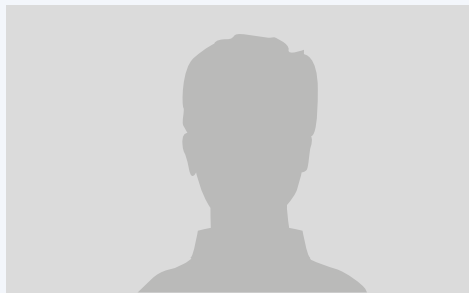
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THE UNITE MODELS are the by far largest library of innovation and digital transformation models available on the market globally. They cover all important domains end2end and uniquely – they are deeply integrated. Please be invited to leverage them in your organization. **Let's UNITE and create a world worth living in !**



**THE BOOK ABOUT HOW
TO CREATE INNOVATION**

HOW TO CREATE INNOVATION is a practical, comprehensive, OpenSource guide for successful innovation and digital transformation. The UNITE initiative and movement, supported by a global team of industry leaders and innovation researchers, aims to spark a revolution in global innovation and transformation.

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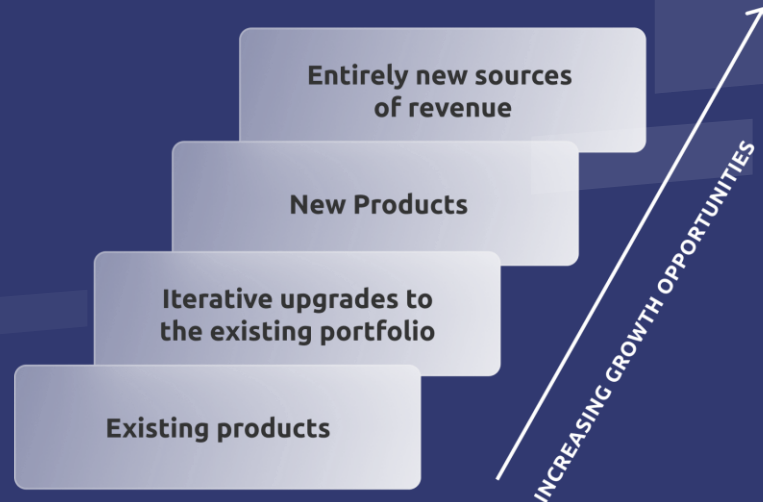
Digital Leadership has successfully helped corporate start-ups find their footing and Top-Five players in all sectors around the world identify and create new opportunities.

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assessment call with our team!



Discover our Digital Transformation Practice

Digital transformation is an art few manage well



Digital transformation is often much more complex than we think. You often touch one element to find out that it has systemic impacts on all other areas.

In addition, we find strategies to be stuck too often in silos. Rather than focusing on one bit, we bridge the silos, develop a vision everybody will buy into, and create a unifying strategy and roadmap for getting there, including realigning the value-, service-, experience- and operating model.



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Thank you!
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Share my knowledge with the world!