



# KITCHEN TABLE CONSULTANTS



## **SWOT Analysis Preparations**

The process for discovering a business's best path forward begins with a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). KTC directs and facilitates this exercise, and the client is required to actively participate, along with all others that are familiar with the business, the owner(s), and/or the industry.

Here's how KTC's SWOT works:

1. Active and lively group brainstorm on strengths and weaknesses (internal factors), as well as opportunities and threats (external factors). KTC facilitator will push the group to contribute to the fullest.
2. Items in each of the 4 categories are voted upon by the group to call out the most critical.
3. Assessment of voting results to confirm appropriate priorities.
4. Set goals based on priorities - capitalize on the strengths and mitigate the weaknesses.

These goals dictate the framework for the strategic plan, and will allow KTC to guide the client through decision making about next steps - the actions to take for reaching the goals.

## **What to think about in advance...**

1. Your opinion about the farm business weaknesses, and your own weaknesses within it.
2. Your opinion about the farm business strengths, and your own strengths within it.
3. The things you most like to do.
4. The things you most appreciate that you don't have to do.
5. Other staff strengths and weaknesses.
6. Your opinion of what are the farm's external threats - things out of your control, but affecting - or potentially affecting - business.
7. Do you see any opportunities for the farm business that are not being pursued?

## **Be prepared...**

1. To be candid
2. To be respectful, while honest
3. To accept criticism
4. To disagree
5. To be a team with the goal of furthering the farm's success
6. To be called on to contribute

***Positive attitudes and energy for contributing are essential to the success of this exercise!***