



ISOmantra
Aim • Adapt • Achieve



FROM SWOT TO TOWS



SWOT
is the most traditional
analysis method
of
Strategic Management



A SWOT ANALYSIS LETS YOU SEE

- ◆ Strengths (S)
- ◆ Weaknesses (W)
- ◆ Opportunities (O)
- ◆ Threads (T)

Of your organisation



SWOT TABLE

S	W	O	T
.....



THEN WHAT?

How a SWOT analysis can help us to choose a strategy?



THE ANSWER IS “TOWS”

Tows is a decision tool to choose your strategy



TOWS MATRIX

...	OPPORTUNITIES	THREADS
STRENGTHS	SO	ST
WEAKNESSES	WO	WT



TOWS OPTIONS

STRENGTH OPPORTUNITIES

Use your strengths to maximise the opportunities

WEAKNESSES OPPORTUNITIES

Minimize your weaknesses taking advantage of external opportunities

STRENGTH THREADS

Minimize external threads using your strengths

WEAKNESSES THREADS

Minimize your weaknesses and protect yourself from external threads



SO HOW?

Let's see a very simple
example using
a software company's
SWOT



X SOFTWARE CO. - SWOT TABLE

S	W	O	T
<p>Highly skilled staff Very long experience on fintec solutions</p>	<p>Low cash flow Old and insufficient server infrastructure</p>	<p>New tech investors rising demand for fintec softwares</p>	<p>Strong competition in the market</p>



SAME COMPANY'S TOWS MATRIX

...	OPPORTUNITIES	THREADS
STRENGTHS	Develop a new fintec software to get investment to market this solution	Develop a new fintec solution and market it to get deal with competitors
WEAKNESSES	Get new investment to update your old servers	Sell your companies because you can't deal with competition by your old servers

THANKS
FOR
WATCHING!

