

# **Evaluate Projects and Uncover Ideas with SWOT**

**Modality:** On Demand

**Duration:** 15 Min

## **About this Course:**

SWOT Analysis is one of the most effective strategic planning techniques used by businesses to evaluate projects and identify key business parameters. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats and it is a widely-used technique to identify and recognize the capabilities of a person or organization.

Team leaders and business professionals can greatly benefit from learning the ins and outs of SWOT Analysis and can help augment business growth and productivity with effective implementation of this strategic planning technique.

The core objective of SWOT Analysis is to highlight business strengths & weaknesses which are in their control and can be remediated as per industry requirements. This course is designed to help businesses and team leaders identify ideas and projects which are unrealistic and will probably give no good.

This course gives an overview of SWOT and helps professionals utilize its vast capabilities to evaluate projects before heading into the phases of decision-making.

## **Course Objective:**

The core objective of this course is to help business professionals realize the importance of SWOT Analysis and understand its constructive impact on business growth and productivity.

This course is designed to assist professionals to evaluate projects and uncover new ideas before taking viable business decisions.

## **Audience:**

This course is specifically tailored for all IT Experts and Business Professionals who want to take maximum advantages from SWOT Analysis.

This course presents an incredible learning opportunity for the following group of professionals:

- Team Leaders
- Managers and Business Executives
- Leadership Professionals

## **Prerequisites:**

There are no prerequisites for the course, "Evaluate Projects and Uncover Ideas with SWOT".

## Course Outline: