

How to make  
attractive



# SWOT Analysis

diagrams  
in PowerPoint

# What is SWOT?



## **SWOT analysis (or SWOT matrix)**

is a strategic planning technique.

It's an acronym for the four parameters the technique examines:

**Strengths - Weaknesses - Opportunities - Threats**

Source: [https://en.wikipedia.org/wiki/SWOT\\_analysis](https://en.wikipedia.org/wiki/SWOT_analysis)

# Re-design of SWOT Analysis slide - before and after

## SWOT Analysis

<b>Strengths:</b> in-house experience ensured budget technology	<b>Weaknesses:</b> lack of experience low budget unknown te
<b>Opportunities:</b> lack of experience low budget unknown technology	<b>Threats:</b> lack of exp low budget unknown te

## SWOT Analysis – Stripe Ribbon



1

Replace bullet-points with text in shapes.

Strengths

Weaknesses

Opportunities

Threats

2

Add darker strap in the middle and lighter one in the background to create a connection. Add fitting icons.



3

Add a decorative triangles and some colors to finish it up.



Use fitting colors for each factor:

## Strengths



### **Write your text here. Examples:**

- in-house experience
- ensured budget
- technology
- team available
- proprietary methodologies
- ...

Greenish color is associated with ambition  
and a good judgement.

Use fitting colors for each factor:

## Weaknesses



### Write your text here. Examples:

- lack of experience
- low budget
- unknown technology
- small team
- no methodology
- ...

Blue is a calming color, often associated with melancholy.



Use fitting colors for each factor:

## Opportunities



### **Write your text here. Examples:**

- increasing demand
- weak offer of competition
- market situation
- financial trends
- EU subsidies
- ...

Yellow boosts enthusiasm and is connected to confidence and optimism.

Use fitting colors for each factor:

## Threats



### Write your text here. Examples:

- low demand
- offers of competition
- market situation
- financial trends
- EU subsidies
- ...

Violet is a strong color that can signal a caution and warning.

## SWOT Analysis – 3d Square



Using similar methods you can make your own designs.

Example based on visuals from [infoDiagram.com](http://infoDiagram.com) infographics templates

## SWOT Analysis – 3d Square Strengths

**Strengths**



**Write your text here. Examples:**

- strong experience
- ensured budget
- technology
- team available

**Weaknesses**




**Write your text here. Examples:**

- lack of experience
- low budget
- unknown technology
- small team

## SWOT Analysis – 3d Square Opportunities-Threats


**Opportunities**



**Write your text here. Examples:**

- increasing demand
- weak offer of competition
- market situation
- financial trends

**Threats**



**Write your text here. Examples:**

- low demand
- offers of competition
- market situation
- financial trends

Compare internal and external  
SWOT factors together

Example based on visuals from  
[infoDiagram.com](http://infoDiagram.com) infographics templates

## SWOT Analysis – Diamond Shape



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# How about a fitting photo in the background?

Example based on visuals from  
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## SWOT Analysis – Circle Version

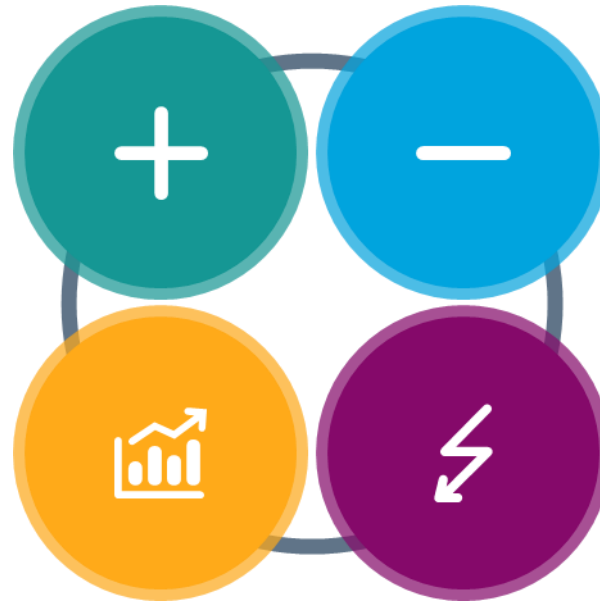


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SWOT Analysis – Square Version

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SWOT Analysis – Outline Circle With Text

**Write your text here. Examples:**

- strong experience
- ensured budget
- technology
- team available

**Write your text here. Examples:**

- lack of experience
- low budget
- unknown technology
- small team

**Write your text here. Examples:**

- increasing demand
- weak offer of competition
- market situation
- financial trends

**Write your text here. Examples:**

- low demand
- offers of competition
- market situation
- financial trends

Write your text here. Examples:

- increasing demand
- weak offer of competition
- market situation

Opportunities

Write your text here. Examples:

- low demand
- offers of competition
- market situation
- financial trends

Threats

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