

# Conducting a SWOT Analysis: Storyboard

## Target Audience and Training Recommendation:

- This training is targeted for small business owners who are trying to build a business strategy.
- This course will be delivered through an eLearning Storyline module; this module is part of a larger blended solution.
- Training time for the eLearning module is 15-20 minutes.
- After this training, business owners will conduct a SWOT analysis on their own business before attending the VILT and coaching sessions.

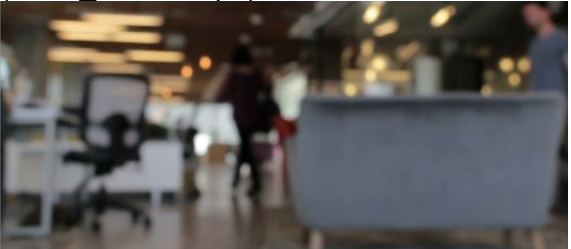

## Learning Objectives:

- Identify key components in a SWOT analysis
- Analyze a case study to complete a SWOT template
- Perform a SWOT analysis for your own business


## General Notes:


- User advances all slides
- Show Next/Back/Submit buttons on the player, unless otherwise specified
- No gating - keep navigation fully open (back/next buttons, menu, and seek bar), unless specifically noted
- Text is Open Sans unless otherwise noted.
- Close caption all audio narration
- Colors:
  - Theme: light yellow: #FBF9C9
  - S = dark purple: #605089 and light purple: #DEDAE9
  - W = dark green: #1A7038 and light green: #C3F1D3
  - O= dark blue: #005795 and light blue: #C1E5FF
  - T = dark red: #B02134 and light red: #F5CCD2

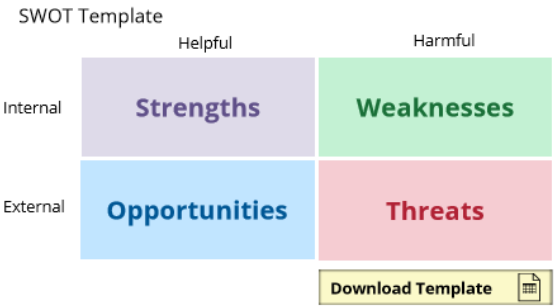
# Storyboard

Slide	Visual Description	Script/Narration	Development Notes
1.1	<p>Title: Conducting a SWOT Analysis</p> <p>Stock Background video of blurred office interior (office_video1.mp4)</p>  <p>Yellow START button in lower right corner</p>	N/A	<p>No audio</p> <p>Start button jumps to slide 2</p> <p>Hide Next Button on player.</p>
1.2	<p>Upper Left: This course includes audio.</p> <p>Background – business_photo1.jpg or similar image of business people celebrating success. Add tinted blue layer as needed to ensure contrast.</p> 	<p>[1] As you think about your business, do you ever wonder why some businesses succeed, while others fail?</p> <p>[2] How do the successful businesses approach strategic planning?</p> <p>[3] What is a common tool to help businesses with strategic planning?</p> <p>[4b] By the end of this course, you will be able to identify key components in a SWOT analysis and apply that to building your business strategy.</p>	<p>Synchronize text with narration. Text for the three questions fade in and out.</p> <p>The yellow banner flies in from right.</p> <p>[4a] text fades in</p> <p>[4b] text wipes from the left</p>



Slide	Visual Description	Script/Narration	Development Notes
	<p>[1] Why do some businesses succeed while others fail?</p> <p>[2] How do successful businesses approach strategic planning?</p> <p>[3] What tools can be used for strategic planning?</p> <p>Yellow banner with black text  Left side: [4a] Course Overview  Right side: [4b] By the end of this course, you will be able to identify key components in a SWOT analysis and apply that to building your business strategy.</p>		
1.3	Screen capture of start of video.	Let's start by looking at a simple example of a business.  See video script	Embed video with CC Play Video button starts video.

Slide	Visual Description	Script/Narration	Development Notes
1.4	<p>Title: What is a SWOT Analysis</p> <p>Left side: light yellow banner with text: SWOT analysis is a structured planning technique used in strategic planning.</p> <p>Right side: Image of business professional with sticky notes and flip charts or poster paper. Christina-wocintechchat-com-Q8lgAlmHAUA-unsplash.jpg</p> 	<p>SWOT analysis is a structured planning technique used in strategic planning.</p> <p>It is a simple, but powerful, framework for leveraging the organization's strengths, improving weaknesses, minimizing threats, and taking the greatest possible advantage of opportunities.</p>	Text wipes from top, synchronized with narration.

Slide	Visual Description	Script/Narration	Development Notes
1.5	<p>Title: When is a SWOT Analysis Used?</p> <p>Left side: light yellow banner with text:</p> <ul style="list-style-type: none"> <li>• [1] Each product, service, and market</li> <li>• [2] At the start of a project</li> <li>• [3] When changing direction</li> </ul> <p>Right side: Image of business professionals meeting, one reviewing sticky notes while others at conference table taking notes or asking questions. You-x-ventures-Oalh2MojUuk-unsplash.jpg</p> 	<p>A SWOT involves identifying the strengths and weaknesses of the organization, and opportunities and threats that are present in the market that the business operates in. It can be used for studying various situation of a business:</p> <p>Organizations can perform SWOT analysis for [1] each of its products, services, and markets when deciding on the best way to achieve future growth. [2] At the start of a project, it's important to get a handle on the current situation. Appreciating your strengths, studying opportunities, pinpointing weaknesses, and identifying threats can help kick off start-ups, [3] or can help a business change direction.</p>	Text wipes from top, synchronized with narration.

Slide	Visual Description	Script/Narration	Development Notes
1.6	<p>Title: SWOT Template</p> <p>Set up screen to match image, with colors as shown.</p>  <p>Download Template is a button.</p>	<p>A SWOT template is used to track both [1]helpful and [2]harmful factors that impact your business. [3]Strengths and [4]weaknesses are backward-looking and based on current or past business practices. These are presumed to be [5]internal factors – those that are controlled within the business.</p> <p>A SWOT template is also used to identify [6]external factors – those that exist in the external environment, such as political, social, or economic factors. [7]Opportunities are positive factors and [8]threats are negative external factors; both of these are forward-looking or future strategies for the business.</p> <p>During this module, you will fill out a SWOT template for a case study and for your own business. [9]Download the template now.</p>	<p>Each element appears on screen individually, synchronized with the narration.</p> <p>Download Template button opens the file, SWOT Template.pdf</p> <p>Also attach this file in the Resources section of the player.</p>

Slide	Visual Description	Script/Narration	Development Notes
1.7	<p>Title: Applying the SWOT Analysis</p> <p>Background image of a house with a real estate sold sign in front of it.-</p> <p>Download Case Study button</p>	<p>To practice using the SWOT Analysis template, you will read a case study about a real estate agency.</p> <p>This agency is evaluating their market position and strategically planning for their short-term future.</p> <p>The agency includes both buyer and seller agents for residential property and is located in a large city of over 3 million people.</p> <p>[1]Download the case study.</p>	<p>Download Case Study button appears at [1] in the narration.</p> <p>The button opens the file, Real Estate Case Study.pdf</p> <p>[note: Also attach this file in the Resources section of the player.]</p>
1.8	<p>This slide should look like slide 6 but does not include the Download Template button.</p> <p>After each quadrant is visited, the quadrant is filled in with text from the case study</p> <ul style="list-style-type: none"> <li>• Strengths: text from slide 2.4</li> <li>• Weaknesses: text from slide 3.4</li> <li>• Opportunities: text from slide 4.4</li> <li>• Threats: text from slide 5.4</li> </ul>	<p>[1]When you are ready to continue, tap any section of the SWOT Analysis to learn more about that section.</p> <p>[2]Now that you have reviewed each component, tap the next button to continue.</p>	<p>Disable Next button until all four quadrants have been visited.</p> <p>When first visiting this slide, play narration [1]</p> <p>Strengths button – jump to 2.1</p> <p>Weaknesses button – jump to 3.1</p> <p>Opportunities button – jump to 4.1</p> <p>Threats button – jump to 5.1</p> <p>Once all quadrants have been visited, play narration [2] and enable next button.</p> <p>Next button - jump to 1.9</p>

Slide	Visual Description	Script/Narration	Development Notes
1.9	<p>Title: Analyze Your Business</p> <p>Background image of team meeting at whiteboard or using sticky notes Pexels-fauxels-3184296.jpg</p>  <p>[2] gray sidebar with colored letter buttons as shown below</p> <p>Analyze Your Business</p>  <p>Download Template button (see slide 1.7)</p>	<p>Now it's time to analyze your own business and think about strategy around one of your goals.</p> <p>[2] Tap each letter for questions that will help you complete a SWOT analysis for your business.</p>	<p>Background image disappears at narration [2] and gray sidebar with letter buttons appears. Link each button to a new layer.</p> <p>Download Template button opens the file, SWOT Template.pdf</p> <p>This is the same file that is attached in the Resources section of the player (see slide 1.7).</p>




Slide	Visual Description	Script/Narration	Development Notes
1.9.s	<p>Analyze Your Business <span style="float: right; font-size: small;">There is no audio narration on this slide.</span></p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p><b>S</b> Identify and build on core competencies to your business goals or objectives.</p> </div> <p><b>W</b> Identify internal skills and capabilities that you have.</p> <ul style="list-style-type: none"> <li>What do you do particularly well, relative to rivals?</li> <li>What do analysts consider to be your strengths?</li> <li>What resources do you have?</li> <li>Is your brand or reputation strong?</li> <li>What are the strengths of your leadership and employees?</li> </ul> <p><b>O</b></p> <p><b>T</b></p> <p><small>Download Template</small></p> <p>Upper right corner: There is no audio narration on this slide.</p> <p>Heading text: Identify and build on core competencies to your business goals or objectives.</p> <p>Body text: Identify internal skills and capabilities that you have.</p> <ul style="list-style-type: none"> <li>What do you do particularly well, relative to rivals?</li> <li>What do analysts consider to be your strengths?</li> <li>What resources do you have?</li> <li>Is your brand or reputation strong?</li> <li>What are the strengths of your leadership and employees?</li> </ul>	N/a There is no audio on this slide	<p>Base layer should be visible and active for each of the layers.</p> <p>S button changes from light purple to dark purple when selected.</p> <p>Round diagonal corner shape: background color is light purple</p>

Slide	Visual Description	Script/Narration	Development Notes
1.9.w	<p>Same design as 1.9.s</p> <p>Upper right corner: There is no audio narration on this slide.</p> <p>Heading text: Recognizing your company's weaknesses is one of the first steps to improving your business. It reveals your weaknesses and provides a chance to reverse them.</p> <p>Body text: Identify internal weaknesses that you have.</p> <ul style="list-style-type: none"> <li>• What do rivals do better than you?</li> <li>• What do you do poorly?</li> <li>• What generates the most customer dissatisfaction and complaints?</li> <li>• What generates the most employee dissatisfaction and complaints?</li> <li>• What processes and activities can you improve?</li> </ul>	N/a There is no audio on this slide	<p>Base layer should be visible and active for each of the layers.</p> <p>W button changes on base layer from light green to dark green when selected.</p> <p>Round diagonal corner shape: background color is light green</p>


Slide	Visual Description	Script/Narration	Development Notes
1.9.o	<p>Same design as 1.9.s</p> <p>Upper right corner: There is no audio narration on this slide.</p> <p>Heading text: Exploring opportunities help your draft strategic growth plans based on your strengths and weaknesses.</p> <p>Body text: Explore external opportunities that you have.</p> <ul style="list-style-type: none"> <li>• Where can you apply your strengths?</li> <li>• How are your customers and their needs changing?</li> <li>• How is technology changing your business?</li> <li>• Are there new markets for your strengths?</li> <li>• Are there new ways of producing your products?</li> <li>• Are your rivals' customers dissatisfied?</li> </ul>	N/a There is no audio on this slide	<p>Base layer should be visible and active for each of the layers.</p> <p>O button changes from light blue to dark blue when selected</p> <p>Round diagonal corner shape: background color is light blue</p>

Slide	Visual Description	Script/Narration	Development Notes
1.9.t	<p>Same design as 1.9.s</p> <p>Upper right corner: There is no audio narration on this slide.</p> <p>Heading text: Recognize potential threats facilitates making changes to policies and taking necessary actions for improvement.</p> <p>Body text: Identify external threats to your business.</p> <p>What are your competitors developing?</p> <ul style="list-style-type: none"> <li>• Are your rivals improving their product offerings or prices?</li> <li>• Is new technology making your product obsolete?</li> <li>• Is your cash-flow and debt position healthy?</li> <li>• Are your employees satisfied?</li> <li>• Is turnover high?</li> <li>• Are sales growing slower than the industry average?</li> </ul>	N/a There is no audio on this slide	<p>Base layer should be visible and active for each of the layers.</p> <p>T button changes from light red to dark red when selected</p> <p>Round diagonal corner shape: background color is light red</p>
1.10	<p>Title: Summary</p> <p>Tap each letter for a summary of each component of the SWOT analysis</p> <p>Similar set up to base layer [2] of slide 1.9 with gray sidebar with colored letter (S W O T) buttons</p>	<p>Tap each letter for a summary of each component of the SWOT analysis.</p> <p>When you finish, you may exit the course.</p>	<p>When each button is selected, change state to show summary text on same color background as button color.</p> <p>As state changes, wipe from left to reveal the text.</p>

Slide	Visual Description	Script/Narration	Development Notes
	<p>Summary  <small>Tap each letter for a summary of each component of the SWOT analysis.</small></p> <p><b>S</b> Strengths need to be maintained, built upon, or leveraged.</p> <p><b>W</b></p> <p><b>O</b></p> <p><b>T</b></p> <p>S: Strengths need to be maintained, built upon, or leveraged.</p> <p>W: Weaknesses need to be remedied or stopped.</p> <p>O: Opportunities need to be prioritized and optimized.</p> <p>T: Threats need to be countered or minimized.</p>		<p>Keep text on screen once it is displayed, so at the end of this slide, there will be 4 summary statements.</p>

Slide	Visual Description	Script/Narration	Development Notes
2.1	<p>Pick many knowledge check: Stem: Select the three characteristics to consider when identifying strengths of a business.</p> <p>Responses (* = CR) Make buttons- be sure all are the same size. Use light blue background</p> <p>forward facing backward facing* external factors helpful attributes* harmful attributes internal factors*</p> <p>Background image: profit_photo1.jpg Cover with semi-transparent light purple screen.</p> 	<p>Select the three characteristics to consider when identifying strengths of a business.</p>	<p>Change button state from light blue to dark purple when selected</p> <p>Allow 2 attempts Shuffle answer Provide feedback</p> <p>Use default modern player feedback master with the following modifications:</p> <ul style="list-style-type: none"> <li>• Correct: light green background and dark green Continue button</li> <li>• Incorrect: light red background and dark red Continue button</li> <li>• Try Again: light blue background and dark blue Continue button</li> </ul> <p>Note: A similar slide design is used for slides 3.1, 4.1, and 5.1</p>

Slide	Visual Description	Script/Narration	Development Notes
2.2	<p>Title: Strengths: Questions to Consider Light purple S button and light purple round diagonal corner shape.</p> <p>Heading: Identify and build on core competencies to meet business objectives.</p> <p>Body Text: Read the case study then identify skills and capabilities of the real estate agency.</p> <ul style="list-style-type: none"> <li>• What are their strengths?</li> <li>• What resources do they have?</li> <li>• Is their brand or reputation strong?</li> <li>• What do they specialize in or do particularly well?</li> </ul> <p>Image in lower right corner: for_sale_illustration1.jpg</p>	<p>[1] The strength section of the SWOT analysis helps you identify and build on core competencies to meet business objectives.</p> <p>[2] Read the case study and identify the skills and capabilities that are strengths of the real estate agency.</p> <p>[3] Keep these four questions in mind as you identify their strengths.</p>	<p>Synchronize onscreen text with narration. As [3] narrated, fly in the 4 questions from the bottom.</p> <p>Note: A similar slide design is used for slides 3.2, 4.2, and 5.2</p>

Slide	Visual Description	Script/Narration	Development Notes
2.3	<p>Pick many knowledge check: Stem: Which factors are strengths of the real estate company? (select all that apply)</p> <p>Responses (* = CR) new to the market agents have a large sphere of influence* interest rates are rising agents have great reviews from clients* market segment is first-time homeowners</p> <p>Add text to lower left corner: There is no audio narration on this slide.</p> <p>Background image: pexels-photomix-company-101808.jpg Cover with semi-transparent white screen.</p> 		<p>Allow 2 attempts Shuffle answer Provide feedback</p> <p>Use default modern player feedback master with the following modifications:</p> <ul style="list-style-type: none"> <li>• Correct: light green background and dark green Continue button. Add dark green Feedback button</li> <li>• Incorrect: light red background and dark red Continue button. Add dark red Feedback Button</li> <li>• Try Again: light blue background and dark blue Continue button</li> </ul> <p>Feedback button: open layer 2.3.feedback</p> <p>Note: A similar slide design is used for slides 3.3, 4.3, and 5.3</p>



Slide	Visual Description	Script/Narration	Development Notes
2.3.feedback	<p>Feedback:</p> <p>Key strengths include:</p> <ul style="list-style-type: none"> <li>agents have a large sphere of influence</li> <li>agents have great reviews from clients</li> </ul> <p>While having a market segment of first-time homeowners is a specialization, this isn't necessarily a strength, especially under the current market conditions.</p> <p>Factors that are not considered strengths are</p> <ul style="list-style-type: none"> <li>rising interest rates</li> <li>being new to the market</li> </ul> <p>Add black close button in upper right corner.</p>	N/A	<p>Feedback: Use semitransparent dark gray screen to cover base layer.</p> <p>Rectangle with light gray background for text.</p> <p>Black Close button – jump to next slide when user selects the close button.</p>
2.4	<p>Set up slide to match slide 1.6 SWOT Template, except the Strengths quadrant contains the following information:</p> <p>Strengths</p> <ul style="list-style-type: none"> <li>agents have a large sphere of influence</li> <li>agents have great reviews from clients</li> <li>some agents have up to 10 years experience</li> </ul>	<p>This is an example of what the template looks like when the strengths have been identified.</p> <p>Compare this to your answers.</p>	<p>Jump to slide 1.8 when user selects the next button.</p> <p>Note: A similar slide design is used for slides 3.4, 4.4, and 5.4, except text is in the section that corresponds to the right SWOT component.</p>

Remaining pages have been removed from portfolio sample