



SWOT Analysis

This is a versatile tried and tested strategic analysis tool that can be used for yourself, your team, your products, any marketing plans or even which Lawtech product is right for your business. There is more detail set out in **Section 5 Chapter 5.2 Business Skills? Don't be Daft I am a Lawyer!**

The first two boxes, **Strengths** and **Weaknesses** are internal to you, your team or your business.

Whereas **Opportunities** and **Threats** relate to external factors such as Lawtech products, as these can impact not only your expertise but also your legal business.

Do not use this as a shopping list – do sift the information that you set down into important/critical.

Once the SWOT analysis is complete and evaluated, the next task is to develop strategies to exploit strengths and opportunities, and to mitigate threats and weaknesses. **These strategies need to be evaluated against your time and resources.** Bear in mind opportunities, which do not have any matching strengths, are of little immediate value and can be left out until they do.

The SWOT analysis is also known as a TOWS analysis because you can start in the bottom two boxes in the table and once you understand the threats and opportunities you can match the strengths and weaknesses against those identified. If you are examining the impact of Lawtech on your business, then this would be the more helpful approach to use.

In my book, I give the example of Thomas Coates FTA-Law who uses his deep knowledge of his chosen sector (healthcare) and delivering commercial services in this sector, to offer personal legal products to those in this sector – wills, probate and estate planning for dentists.

When conducting this exercise with your team, I would recommend that you arrange for an external facilitator to be present to provide objectivity and/or industry expertise. If this is impossible then at the least arrange for a second opinion on your findings.

I share this strategic tool to provide clarity and focus for my clients and delegates in:

- my business and leadership training and coaching programme: [Leading your team](#)
- my self-confidence training and coaching programmes: [Coaching and Mentoring](#)
- 'Leading your team' programme we can use either this tool or a [team MiRo assessment](#) to provide insight and strategies to promote effective productive teams.



Strengths	Weaknesses
Opportunities	Threats



Yorkshire Courses for Lawyers

About Ann

Ann is a non-practising solicitor with over 28 years' experience in the business world. Since 2003 she has trained nearly 7000 lawyers in leadership, management, business and interpersonal skills. She is the founder of [Yorkshire Courses for Lawyers](#)

Ann has trained with the Coaching Academy and holds a H.N.L.P. certificate in coaching. She is NLP Master Practitioner, as well as a member of the Professional Speaking Association and Professional Speakers Academy.

If you want a coach/mentor and trainer who knows the legal industry inside-out then [Contact me](#) to discuss your requirements.