**SWOT Analysis Focus Group Template**

**Staff training specific sample questions**

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| **Strengths**  *What does your team/division excel at?*  *What areas have seen the biggest growth or improvement over the last 12 months?*  *What skills are your biggest assets?*  *Where could you see your team/division adding more value to the business?*  *Who are your most skilled people?*  *Can your most skilled people pass these skills on to others?* | **Weaknesses**  *What does your team/division need to improve?*  *Where have skills been lost or diminished over the last 12 months?*  *What skills are out-sourced that could be in-sourced?*  *Where are you encountering bottle necks or strains on production?*  *Where are your biggest losses / wastes?*  *What processes are causing the most problems?*  *Who can the business not afford to lose? Who could pick up their skills?* |
| **Opportunities**  *What changes could you suggest to improve your team/division?*  *What customer feedback have you received?*  *Where could your team/division make changes to improve customer experience?*  *What easy wins can you identify to improve the business?*  *What changes would you suggest to improve the products or service customer receive?* | **Threats**  *Which skilled people will you lose as a result of retirement/moving jobs in the coming 12 months?*  *What are your competitors doing better than you?*  *What faults keep re-occurring?*  *What areas are under-performing due to lack of skilled people?*  *Where are there a low number of highly skilled people?*  *What do we need to change in order to keep ahead of our competitors?* |

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