

# TRAINING SWOT ANALYSIS



**PREPARED BY**  
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## WHO IS THIS IS FOR?

This activity is designed for team leaders, supervisors, managers and leaders, and has the potential to be used during training, management team meetings or individual one-to-ones.

## WHAT IS SWOT?

SWOT is an acronym, standing for Strengths, Weaknesses, Opportunities, and Threats. It is an analysis technique for assessing these four aspects of your business.

## WHAT IS THE GOAL OF THIS ACTIVITY?

The goal of SWOT is to aid organizations in increasing awareness of the factors in making a business decision.

When conducting your SWOT analysis, you'll want to focus on a specific area of your business. Here are a few potential topics to consider.

It would also be helpful to think of each department in your organization, and note how training or employee support would help these issues.

## **BUSINESS SYSTEMS & DEPARTMENTS**

- What are the key issues?
- What are the trends and results in these key areas?
- What is happening in the market?
- How much influence does this group have? How do you define influence?
- What are the critical success factors?
- Where are the areas for improvement?
- What is a problem in this department? Ex: turnover, workplace accidents, lack of communication, productivity. etc.
- Are there any skills gaps in your workers?
- What are your goals and focus for your organization?

## **MANAGEMENT & LEADERSHIP**

- How effective is your management? How do you make this assessment?
- What are the key skills of management and how well do you measure up?
- Are there areas where key personnel in your team need to develop?
- Do you have leadership training or programs in place?

## **ORGANIZATION & COMPANY CULTURE**

- Is the culture appropriate to meet the changing demands made of it?
- What are the strengths and how can these be developed further?
- What would be the most useful areas for you to develop in terms of culture?
- How can online training help solve problems in this area?

*Just a few*

## NUMBERS & STATISTICS

By 2026, the global eLearning market is forecasted to reach over \$370 billion (Statista, 2020), making it a huge market that you should not ignore!

**74%** *of employees feel they aren't reaching full potential due to lack of development opportunities*

**> 70%** *of high-retention-risk employees will leave their company to advance their career*

↻↻ Every dollar that is invested in eLearning results in \$30 of increased productivity. ↻↻

*\*according to Digital Chalk*

**73%** *of L&D pros expect to spend less on ILT (instructor-led training) and 79% expect to spend more on online learning. (LinkedIn 2021)*

**42%** *of companies report an increase in revenue after switching to eLearning. (Sh!ft)*

**900%** *is the amount that the eLearning industry has grown since 2000. (Skill Scouter)*

**93%** *of companies globally plan to adopt online learning. (Finances Online)*



# SWOT CHART

**STRENGTHS**

**WEAKNESSES**

**OPPORTUNITIES**

**THREATS**