



Tips for Conducting a TOWS Analysis

HELPFUL TIPS

Using information you have identified from a SWOT analysis, you can now think about overcoming obstacles and maximizing opportunities for an industry or organization.

You might notice that a TOWS analysis is the inverted version of a SWOT! A SWOT analysis focuses on researching or brainstorming an organization's **Strengths**, **Weaknesses**, **Opportunities** and **Threats**. The TOWS analysis is the next step forward that considers ways to maximize an organization's opportunities and strengths while limiting weaknesses and threats.

TOWS Analysis

External Opportunity (Identified in SWOT)

Dances are becoming more popular as a medium of expression on social media.

External Threat (Identified in SWOT)

There are many other dance studios in the city.

Internal Strength (Identified in SWOT)

Great dance instructors that focus on teaching dance and on building interpersonal communication skills.

How can you **maximize** the identified opportunity through your strengths?

The agency could offer dedicated classes for popular dance and track lists. They could also offer opportunities for members to curate the dances they want to learn.

How can you **limit** the identified threats through your strengths?

The agency could leverage social media platforms where popular dances are learned and advertised. They could highlight reviews of classes and instructors, especially those that make the agency out in comparison to others.

Internal Weakness (Identified in SWOT)

The agency lacks a strong social media presence.

How can you **utilize** your opportunities to overcome identified weaknesses?

The agency could incentivize their members to talk about their experiences with instructors over a variety of social media platforms to gain new followers.

How can you **minimize** both threats and weaknesses?

The agency could develop and invest in a social media campaign to start to recruit new membership, advertise current programs and incentivize current members.