

## Contents Preview for:

# Small Business Guide to Completing a FORMIDABLE SWOT Analysis

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NOTE: The information in this guide is of a general nature only. When making decisions regarding your own business it is strongly recommended that you seek qualified advice tailored to your particular needs and business situation.

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## Welcome

**Imagine what your business could achieve in 3 years if you took action on your goals NOW!**

Every business must continuously look for ways to work smarter, improve results and increase competitiveness. After 15 years of coaching small business owners on how to achieve outstanding results, I appreciate how a properly conducted SWOT Analysis is a powerful first step in this process.

This guide provides you with more than a set of instructions on how to conduct a SWOT Analysis. It contains the tools you need to begin the process of having a FORMIDABLE Business – where you are in control and achieving your long-term objectives. The acronym of FORMIDABLE and the 10 steps in the FORMIDABLE Business Program are explained at [www.formidable.com.au](http://www.formidable.com.au).

By following the instructions listed in this guide you will dramatically improve the results of your business. I have successfully proven this through coaching over 100 businesses since 1996.

**This is a practical guide for time-poor business owners who want results.**

The FORMIDABLE SWOT Analysis focuses on completing a SWOT Analysis on the whole business. It provides the tools for setting long-term objectives and using a project management based approach to achieve them.

**You don't need to just analyse your business - you need the tools to achieve your objectives and work smarter.**

### About The Author

I am a professional small business coach based in Melbourne, Australia. For more than a decade I have coached business owners in dozens of different industries in four Australian states. I have a Bachelor of Business, majoring in marketing, and an MBA. I spend over 80 percent of my business life working directly with small business owners.

I have spent the past few years developing and testing a comprehensive range of tools, checklists, and practical "action-based" materials that provide business owners with a FORMIDABLE Business. As my clients are business owners, I know they don't want unnecessary "padding" or theories, but practical actions that deliver results.

NOW is the time to take action to make your business work for you in achieving outstanding results.

Regards and best wishes



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