



Worksheet: inferred strategy for digital transformation

SWOT Analysis		Internal Analysis	
		STRENGTHS	WEAKNESSES
External Analysis	OPPORTUNITIES	Matching strategy Following up on opportunities that match your strengths	Change strategy Eliminating weaknesses in order to utilise opportunities, i.e. converting current weaknesses into opportunities
	THREATS	Neutralisation strategy Utilising strengths to ward off threats	Defensive strategy Developing defensive strategies in order to avoid weaknesses becoming the target of threats