Worksheet: inferred strategy for digital transformation

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| **SWOT Analysis** | | **Internal Analysis** | |
| **STRENGTHS** | **WEAKNESSES** |
| **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 |
| **External** | **THREATS** | ***Neutralisation strategy***  Utilising strengths to ward off threats | ***Defensive strategy***  Developing defensive strategies in order to avoid weaknesses becoming the target of threats |