

## ACHIEVE MORE WITH FOCUSED EFFORT!!

### THE 80/20 RULE

"...80 percent of your results will come from focussing or prioritising on only 20 percent of your most important issues. In other words, concentrating on 20% of your causes will give you 80 % of your results."

Which top 3 issues requires your serious attention and must be addressed by you?  
(Apply the 80/20 rule)

1.

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2.

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3.

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## SWOT

SWOT is a very useful thinking technique to help you understand your business, team, institution or even personal strengths and weaknesses and for pinpointing the opportunities available to you and the threats which face you.

### Strengths

Build; enhance

Here you can list everything done right either individually or as an organisation. This section contains both strengths within the organisation and external strengths, such as your client or supplier relationships.

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### Weaknesses

Resolve; reduce

These are aspects of your business that detract from the value you offer or place you at a competitive disadvantage. You need to enhance these areas in order to compete with your best competitor.

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### Opportunities

Exploit; expand

These are factors that represent reasons your business is likely to prosper. Such as being able to expand a franchise into a new city, while some may fall into your lap such as another country opening up its market to foreign business.

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### Threats

Avoid; thwart

These include external factors beyond your control that could place your strategy, or your business itself, at risk. You have no control over these, but you may benefit by having contingency plans to address them if they should occur.

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