

# CHANGE YOUR SWOT & DISCOVER NEW THINKING

The SWOT is a classic strategy tool. It's designed to help an organization think about its strengths, weaknesses, and opportunities, and threats. Too often, though, executives don't bring insight and innovation to a SWOT. They simply think about the same things every year. If you cover these bases with insight and innovation, you've got a strong start to developing better strategy ideas.

Switch what the S, W, O, and T stand for and help your team discover new thinking and possibilities, all in 30 minutes.



In unpredictable times, strategy is more important than ever. Our series of 30-Minute Strategy exercises enable productively tackling important strategic issues—alone or with your team—in less time than it takes to find the Netflix show that pairs best with Zoom fatigue.

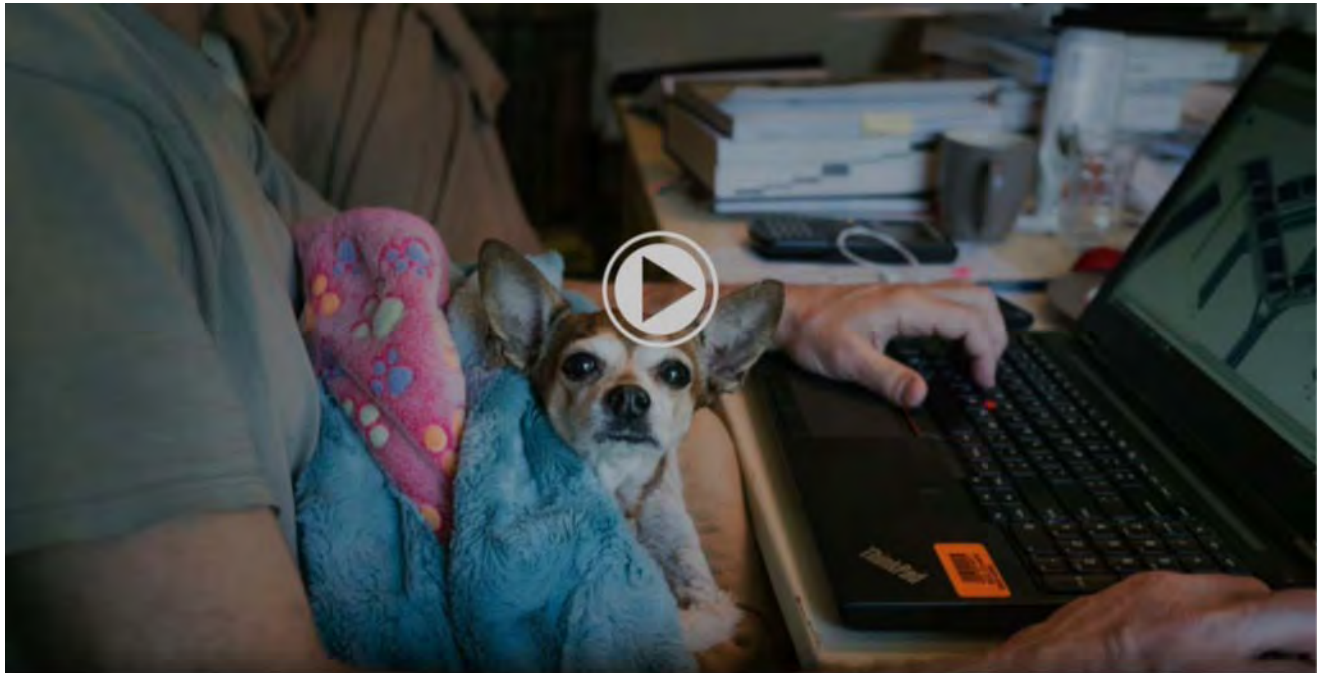
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**SCARY:** What important things do we avoid doing (that we should do) because they are scary for our brand?

**WILD:** What wild and creative things are competitors doing that we should consider?

**OUTRAGEOUS:** What can we do next year that would be outrageous and bold?

**TAUNTS:** What would be the most strategic and effective taunts that competitors could heap on us?



There's a new, productive way to collaborate,  
no matter *where* your team is working from.



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