

SQUID – don't SWOT

A BETTER ANALYSIS FRAMEWORK

STRENGTHS • WEAKNESSES
OPPORTUNITIES • THREATS

SUSTAIN	appreciate and continue what is already successful
QUESTION	research the details and answer why things are not as desired
UNLOAD	leave things that are a burden even though investments went in
IMPROVE	build upon what is in place and enhance it in a shorter time frame
DEVELOP	move into newer areas with a longer-term perspective and vision

Why SQUID?

SQUID is not static but actionable (verbs rather than nouns)

SQUID is constructive and focuses on things to do rather than on rigid categories

SQUID avoids thinking in boxes and offers room for further analyses

SQUID distinguishes shorter- and longer-term objectives

SQUID is not leading to stating the obvious – that removing weaknesses is an opportunity and losing strengths is a threat

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