

# SQUID – don't SWOT

A BETTER ANALYSIS FRAMEWORK

STRENGTHS • WEAKNESSES  
OPPORTUNITIES • THREATS

**SUSTAIN** appreciate and continue sustainably 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 in a given context rather than on rigid categories

**SQUID** accepts given complexity 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