YOUR STRENGTHS CAN BE YOUR WEAKNESSES TOO!
A CRITIQUE ON SWOT ANALYSIS

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ABSTRACT
On account of its simplicity and tabular presentation, SWOT analysis is extensively employed by management practitioners to develop an appropriate strategic action plan for an organization.

The present research work critiques this categorization and compartmentalization approach of classifying factors under different headings. The validity and applicability of this binary approach has been critically examined in this paper by employing qualitative analysis of real life situations from individual and corporate world.

It was observed that that an arbitrary classification of external factors into opportunities and threats, and internal factors exclusively into strengths and weaknesses, can create a lopsided view of the reality as this leads to a situation where we miss upon vital inter-linkages and necessary overlaps. This has serious implication as it can lead to erroneous strategic/tactical/personal decisions. Thus, it is recommended that the fact that strengths do not lie in isolation from weaknesses rather they cohabit, coincide and coexist with one another need to be taken into consideration while undertaking strategic decision-making.

KEYWORDS: Strengths, weaknesses, SWOT analysis.

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