



Perceptions of the Product Development Process

Senior Management Team

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Understanding Your SWOTsurvey Report

Your SWOTsurvey report is divided into two parts:

Part A: SWOT Analysis

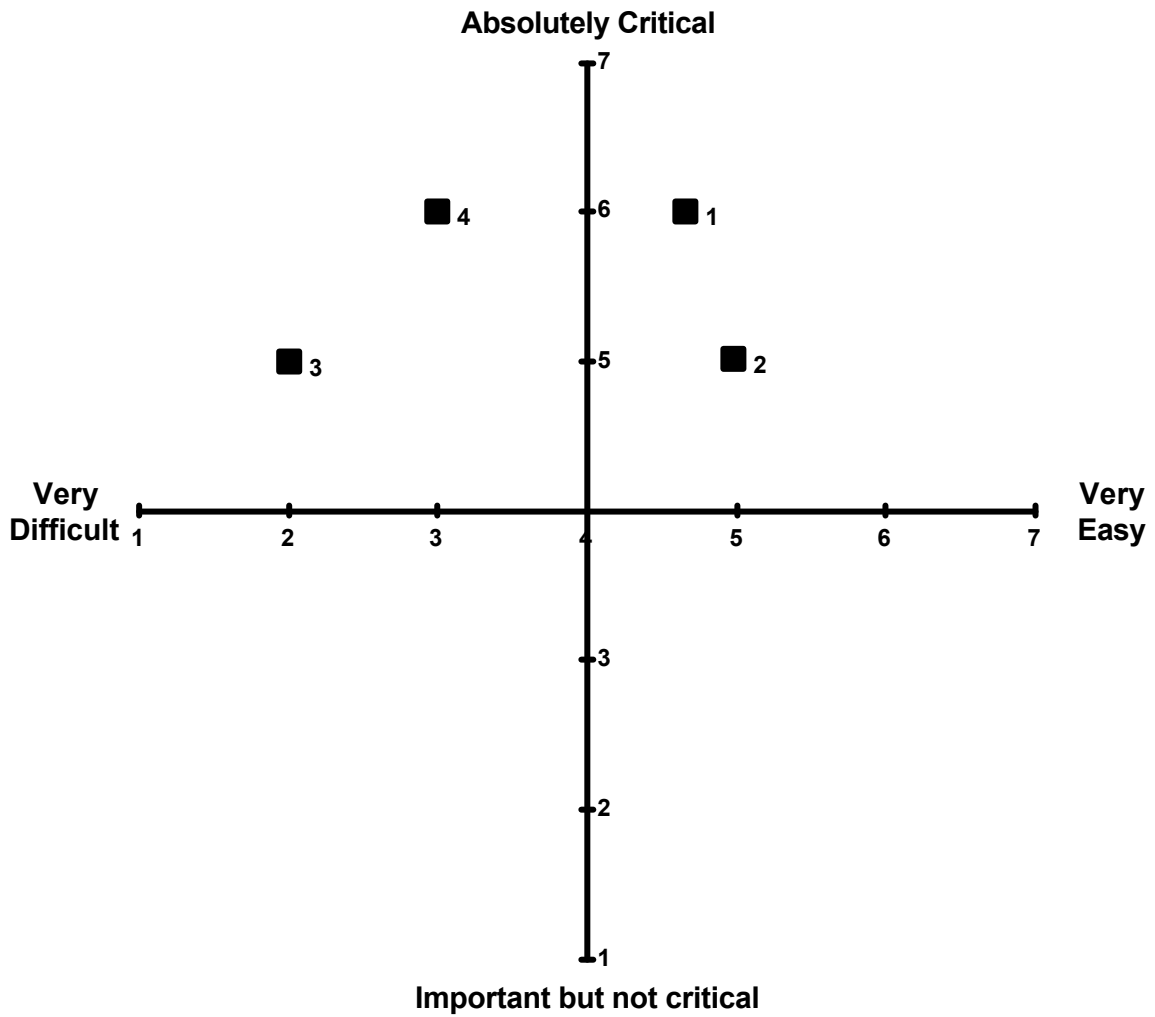
You will find one set of graphs for each section: Strengths, Weaknesses, Opportunities and Threats. Each section is treated in the same way. This is explained below, using Strengths as an example:

- All the Strengths declared by respondents are grouped under relevant keywords. In this report they are the following nine:
 - Communication
 - Prioritization of resources
 - Project Management
 - Strategy
 - Product development process
 - Leadership
 - People Management
 - Customer Focus
 - Other
- Averages of scores are plotted for *perceived impact* (shown vertically) against *perceived potential for improvement* (shown horizontally). The first graph shows all Strengths. There then follows a Strengths graph for each Keyword.
- The main Strengths graph is accompanied by a table listing the data shown on the graph, together with the 'frequency of mention' for each Keyword.
- The Keyword Strength graphs are accompanied by the 'raw data' for those Strengths - i.e., the actual Strength entered by the user, the impact and ease of improvement values given and the reasons for those scores.

Part B: Rated Questions

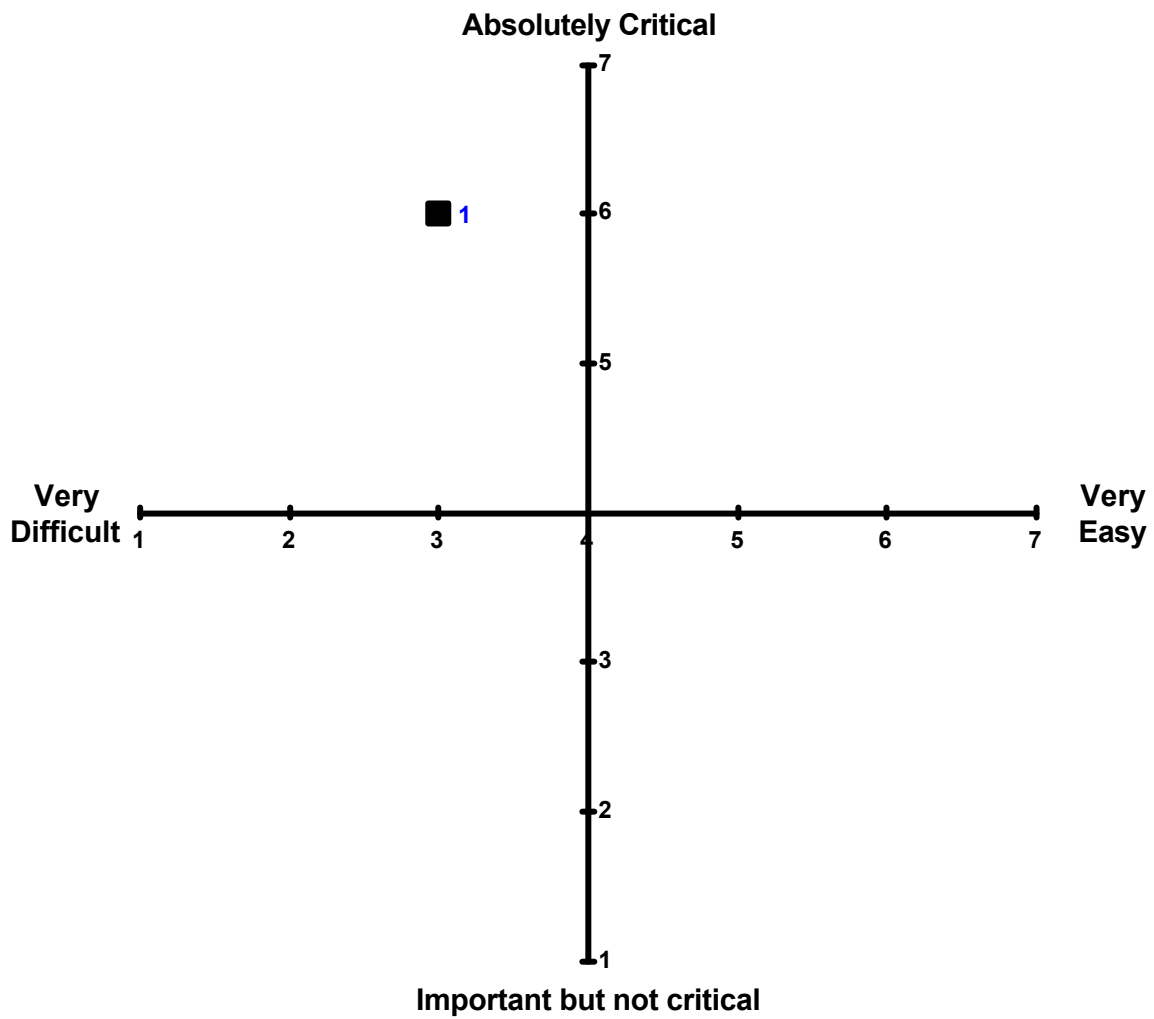
- The average score for each question is plotted against the rating scale as a colored square. An average score is shown for both 'all Participants' and for the chosen Participant group.
- The colored t-bars on these graphs indicate the range of scores.

Strengths



Order	Keyword	Frequency	Importance	Improvement
1	Other	5	6.00	4.60
2	Product development process	2	5.00	5.00
3	Customer Focus	2	5.00	2.00
4	Strategy	1	6.00	3.00
5	People Management	0	0.00	0.00
6	Leadership	0	0.00	0.00
7	Project Management	0	0.00	0.00
8	Prioritization of resources	0	0.00	0.00
9	Communication	0	0.00	0.00

Strengths - Strategy



1 Product vision

Importance 6

Improvement 3 Product vision is not something that can be taught, but we could improve in how this vision is shared.

Prioritization of resources

Q8 Conflicting priorities are resolved appropriately

