

TOWS MATRIX

What TOWS is form of the SWOT that matches and aligns internal Strengths and Weaknesses with external Opportunities and Threats to form alternative success strategies.

When The TOWS Matrix is used in concert with the SWOT and other assessments to target strategies to overcome organizational weaknesses and threats. *This process is used with a standard SWOT assessment. After completing the SWOT:*

How **1. Invite the right people:** This method assumes that the people that show up are the right people to make the decision. Therefore people that are invited are very important to the success of the results.

2. List the Key (external) Threats and Opportunities: On the top row of the matrix, in the appropriate boxes, list the key, most significant, Threats and Opportunities facing your organization.

3. List the Key (internal) Strengths and Weaknesses: In the Left column of the matrix list the key, most significant, Strengths and Weaknesses of your organization.

4. Identify SO Strategies: Match internal strengths with external opportunities as a way to take maximum advantage of the external opportunities.

5. Identify WO Strategies: Match internal weaknesses with external opportunities as a way to overcome the weaknesses.

6. Identify ST Strategies: Match the internal strengths with the external threats as a way to avoid or minimize the threats.

7. Identify WT Strategies: List strategies to overcome remaining weaknesses and avoid remaining threats.

TOWS MATRIX <i>What Can You Do?</i>	Strengths – S		Weaknesses – W	
	1		1	
	2		2	
	3	List Strengths	3	List Weaknesses
	4		4	
	5		5	
Opportunities – O List Opportunities	SO Strategies		WO Strategies	
	1		1	
	2		2	Overcome weaknesses
	3	Use Strengths to take advantage of Opportunities.	3	by taking advantage of Opportunities.
	4		4	
	5		5	
Threats – T List Threats	ST Strategies		WT Strategies	
	1		1	
	2		2	Minimize weaknesses and avoid Threats
	3	Use Strengths to avoid Threats	3	
	4		4	
	5		5	
6		6		

Source: David, Fred R., *Strategic Management Concepts (eighth edition)*; pages 204-207; Prentice Hall Publishers, Upper Saddle