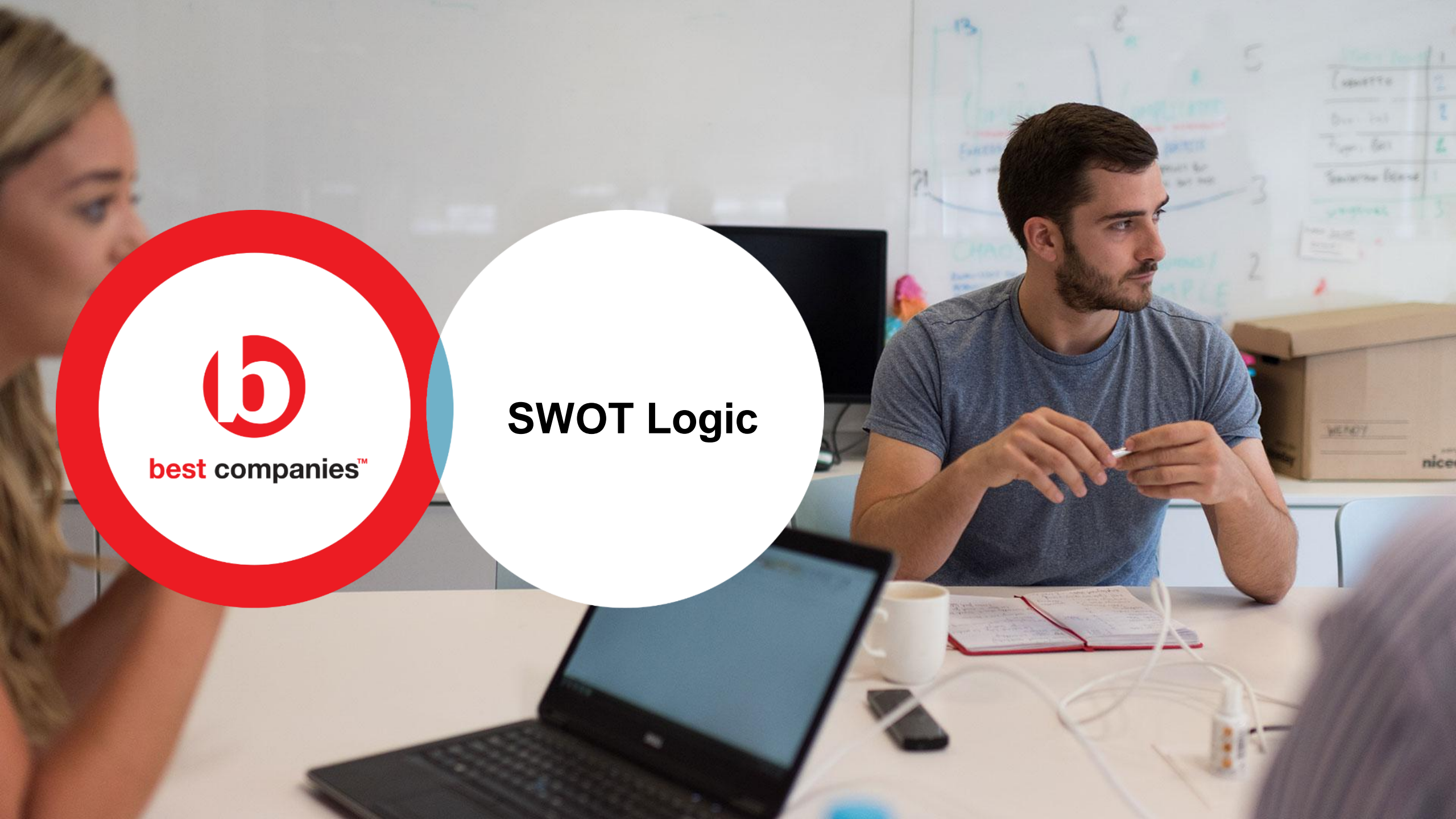




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## SWOT Logic



# SWOT Logic



**Strengths**



**Weaknesses**



**Opportunities**



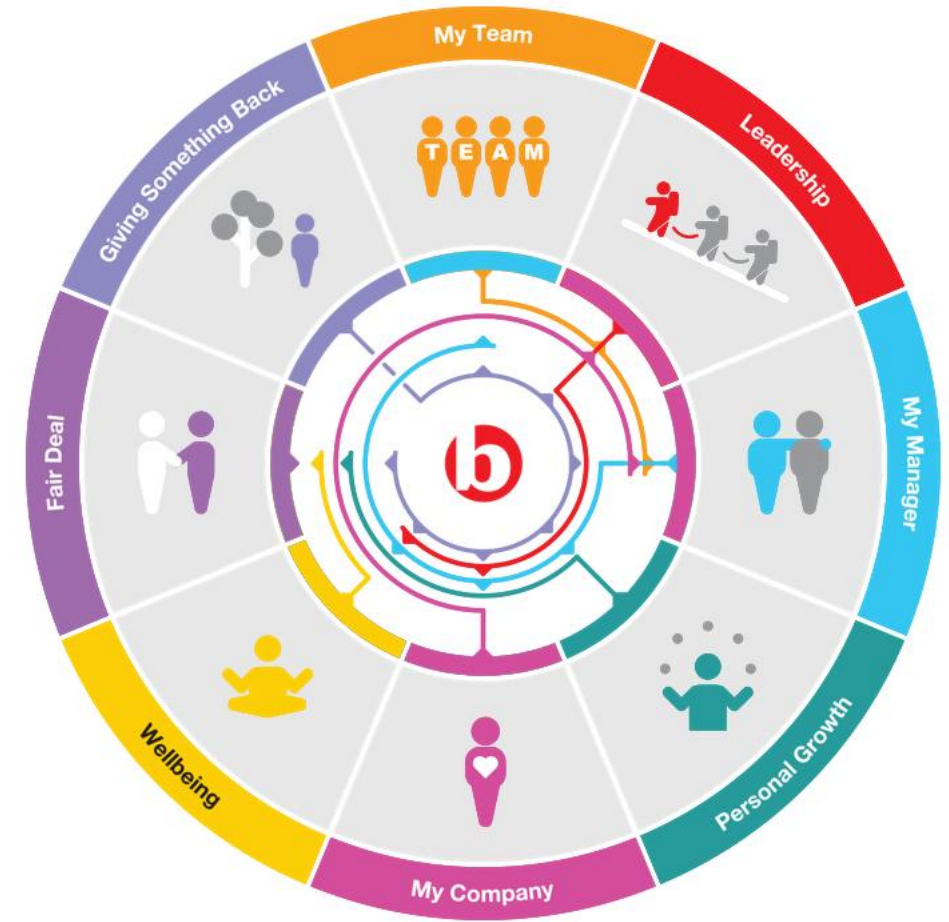
**Threats**

# Strengths

A strength can be any of the 8 factors. If a factor has scored well, it should be celebrated.

To determine a Strength the system will look at the data within these factors and select a question that has scored particularly positively across job levels.

The correlations between questions then allows the system to select other relatable questions with positive data to create the SWOT point.



# Weaknesses

A weakness comes from the factors such as **My Team**, **Personal Growth**, **Fair Deal** and **Giving Something Back**. These factors are weaknesses because they have a limited detrimental impact on the other factors whilst still being important as a stand-alone areas.

To determine a weakness the system will look at the data within these factors and select a question that has scored particularly negatively across job levels. The correlations between questions then allows the system to select other relatable questions with negative data to create the SWOT point.

# Weaknesses



## My Team

Friendship and support from your workmates can make all the difference to your day and as any good employer knows, team spirit fosters productivity. The My Team factor includes encouraging team spirit, feeling part of the company, having fun and belonging.



## Fair Deal

If the remuneration is disproportionately out of balance with the industry, or to the hours and responsibilities of the workforce, then employees are likely to feel undervalued, disengaged and look for opportunities elsewhere. Conversely, high pay is unlikely to energise or motivate employees if engagement levels in general are low.



## Personal Growth

When an employee feels like they are growing and moving forward within a company they are more likely to feel like an engaged and valued part of it. Personal growth has an influence over how employees feel about their Fair Deal, but it's not all about the money. Great employees will move to or stay in organisations with less competitive salary packages because they believe they will be given opportunities to learn and develop.



## Giving Something Back

This factor is unique in that it affects every one of the other 7 factors positively. How your organisation contributes to the local community and environment is a powerful way of showing that budget and profit concerns are not the only things driving the company.



# Opportunities

There are two opportunities within at SWOT, **Managerial Engagement** and **Organisational Clarity**.

These are taken from the two highest correlated statements within the top 15.

**Managerial Engagement** is an opportunity because the behaviours of Leaders and Managers have the biggest impact on overall engagement. They must lead by example, inspiring a dedication from the workforce, while understanding their needs, listening to feedback and acting.

**Organisational Clarity** is an opportunity, but cannot happen without managerial buy in. It is up to Leadership and Management to disseminate the vision of the organisation, while demonstrating and cascading behavioural standards, making expectations clear.

Organisation clarity inspires excitement about where the organisation is going and provides teams with a common sense of purpose that feeds into the overall strategy.

Most highly correlated questions	Pearson Correlation
I love working for this organisation	0.748
My manager cares about how satisfied I am in my job	0.745
I have confidence in the leadership skills of the senior management team	0.740
I would leave tomorrow if I had another job	0.734
My manager helps me to fulfil my potential	0.732
I have confidence in the leadership skills of my manager	0.730
I feel proud to work for this organisation	0.721
My manager motivates me to give my best every day	0.720
My manager is an excellent role model for me	0.717
My manager would be quick to respond if I showed signs of being under too much pressure	0.710
This organisation is run on strong values / principles	0.708
Everyone is treated fairly here	0.699
The leader has a plan that I believe in	0.693
I am excited about where this organisation is going	0.687
My manager cares about me as an individual	0.686

Key
Managerial Engagement
Organisational Clarity
My Company Questions

# Threats

A threat comes from the **Leadership, My Manager, My Company** and **Wellbeing** factors. These are the factors that can have the most detrimental impact on levels of engagement within an organisation, with Leadership (Organisational Clarity) and My Manager (Managerial Engagement) being strategic areas of focus, as they have the biggest influence over the other 8 factors.

To determine a threat the system will look at the data within these factors and select a question that has scored particularly negatively across job levels. The correlations between questions then allows the system to select other relatable. questions with negative data to create the SWOT point.

# Threats



## Wellbeing

How an organisation shows consideration for their employee's wellbeing has a huge effect on how positively they feel about their working life. If they feel cared for, they are more likely to feel positively engaged in their company. Workload, work/life balance and mental and physical health can have a large impact on how well employees feel they are compensated for their labour, time and commitment. If they are stretched to breaking point in a long-hours culture, they will feel



## My Manager

Managers have a great influence over levels of engagement, as it is thought that 7 out of 10 people leave managers rather than organisations. Managers are the most direct and visible representation of the company's' culture, purpose and working practices. If a manager shows an active interest in an employee's development, the employee is more likely to feel invested and engaged. Great Managers build great teams and clear expectations and well-managed workflow can have a huge effect on employee wellbeing.



## Leadership

A Leader sets the tone for the whole organisation, their influence is absolute. The Leader defines the purpose and direction of an organisation. If they inspire and motivate their workforce, their workforce will return that commitment and belief. Employees model their behaviour on that of the Leadership Team. If the leaders promote a long-hours culture, or show competitive arrogant behaviour, then this will be practiced throughout the organisation. They can have catastrophic effects on the mental and physical wellbeing of staff. mirrored



## My Company

This is an output factor, which means it can't be affected directly – it is a result of the other 7 factors.





Our Primary Purpose:

**Helping make the world  
a better workplace**

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