



# Strategic Business Analysis: Mastering SWOT & PESTLE

**Duration:** 5 Days

**Language:** en

**Course Code:** MG2 - 203

## Objective

By the end of this course, participants will be able to:

- Understand the principles and applications of SWOT & PESTLE in strategic planning.
- Conduct comprehensive internal and external analyses for their organization or projects.
- Interpret and prioritize insights from strategic analysis for decision-making.
- Identify risks and opportunities in dynamic and uncertain environments.
- Integrate SWOT and PESTLE outputs into actionable business strategies.
- Communicate strategic findings effectively to stakeholders.

## Audience

This course is ideal for:

- Strategic planners and business analysts.
- Managers and team leaders involved in strategy formulation.
- Consultants and advisors working on business planning or market analysis.
- Entrepreneurs and start-up founders preparing for growth or investment.
- Project managers and functional leaders aligning projects with corporate strategy.
- Anyone looking to strengthen their strategic thinking and decision-making skills.

## Training Methodology

The course combines expert-led lectures, collaborative workshops, real-world case studies, and interactive scenario exercises. Participants engage in group discussions, hands-on analysis of live or hypothetical cases, and development of strategic recommendations based on their findings.

## Summary

In a world of constant change and competitive pressure, strategic analysis is essential for identifying opportunities, mitigating risks, and building resilient business strategies. This course

equips professionals with advanced tools and practical frameworks for conducting **SWOT** (Strengths, Weaknesses, Opportunities, Threats) and **PESTLE** (Political, Economic, Social, Technological, Legal, Environmental) analyses — two of the most widely used and effective methods in strategic planning.

Participants will learn to apply these frameworks rigorously, interpret their findings in the context of real business environments, and integrate the insights into actionable strategies. Through interactive exercises, case studies, and scenario planning, this course develops the analytical mindset and skills needed to drive sustainable business success.

## Course Content & Outline

### Section 1: Fundamentals of Strategic Business Analysis

- The role of strategic analysis in business success.
- Linking analysis to vision, mission, and objectives.
- Overview of popular strategic tools: where SWOT and PESTLE fit.
- Benefits, limitations, and common pitfalls of SWOT & PESTLE.
- Setting the scope and objectives for an effective analysis.

### Section 2: Mastering SWOT Analysis

- Understanding internal factors: identifying strengths & weaknesses.
- Identifying external opportunities and threats with examples.
- Gathering and validating relevant internal and external data.
- Techniques for prioritizing factors in a SWOT matrix.
- Linking SWOT analysis to competitive positioning and value creation.
- Workshop: Conducting a SWOT analysis for a chosen organization.

### Section 3: Mastering PESTLE Analysis

- Framework for external macro-environmental scanning.
- Detailed breakdown of PESTLE factors:
  1. Political: regulations, trade policies, political stability.
  2. Economic: growth, inflation, exchange rates, labor market.
  3. Social: demographics, lifestyle trends, consumer attitudes.
  4. Technological: innovation, digital transformation, R&D trends.
  5. Legal: compliance, employment law, competition law.
  6. Environmental: sustainability, climate impact, resource constraints.
- How to collect and organize data for PESTLE.

- Workshop: Creating a PESTLE analysis for a market or industry.

#### **Section 4: Integrating SWOT & PESTLE into Strategic Planning**

- Comparing and complementing SWOT & PESTLE findings.
- Translating insights into strategic objectives and initiatives.
- Identifying strategic options using TOWS matrix.
- Scenario planning: stress-testing strategies against alternative futures.
- Communicating analysis results to decision makers and stakeholders.
- Case study: How leading companies use SWOT & PESTLE to sustain competitive advantage.

#### **Section 5: Advanced Applications & Best Practices**

- Applying SWOT & PESTLE at project, business unit, and corporate levels.
- Using these tools for market entry, product launch, and risk management.
- Continuous monitoring and updating of analyses in dynamic environments.
- Leveraging digital tools and data analytics for strategic analysis.
- Building a culture of strategic thinking and agility within the organization.
- Final group exercise: Developing an actionable strategic plan from a combined SWOT & PESTLE.

### **Certificate Description**

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Accreditation Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

## Categories

Management & Leadership, Project Management

## Tags

Business Analysis, SWOT, PESTLE, SWOT Analysis, PESTLE Analysis, business planning

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