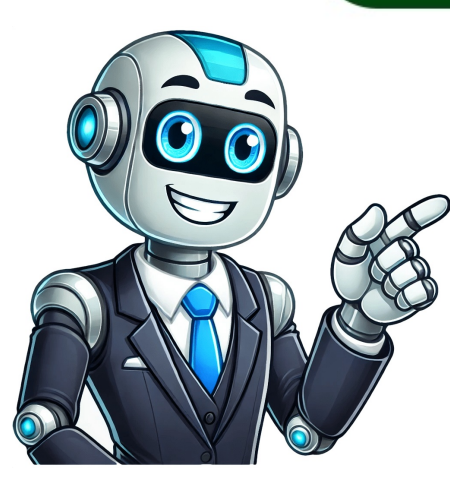


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Select the Slides You'd Like to Customize It's time for your first big decision: picking out your slides. PowerPoint lets you do that at a glance. Navigate to the View tab on the ribbon, and then click on Slide Sorter. After you've found your favorites, press Control (or Command on macOS) on your keyboard and click the slides you don't want. Then press Delete. Begin editing your slides by choosing Normal on the View tab. Start customizing your SWOT template PPT by switching to View > Slide Sorter to select the slides to use. 2. Add Your Own Text to the SWOT Analysis PPT Both of our chosen slides have plenty of text placeholders. These are text boxes ready for your own words. To change them, simply select the text inside and begin typing. Repeat throughout the slides until you've made them your own. And don't forget, you can always change font size, color, and style in the Font section of the Home tab. Click inside the existing text boxes and type over the placeholder to update your SWOT template PPT. 3. Change the Slide Colors Remember, a slide's color palette isn't set in stone. To change slide colors, click on any object to select it. Then go to Shape Format on the Home tab. Choose the Shape Fill menu. There, click to explore different colors, shades, gradients, textures, and more. Use these steps throughout your slide to easily customize colors. With a shape selected, choose a new color from the Shape Fill dropdown. 4. Add an Image to Your SWOT Analysis in PowerPoint Sometimes, there's no substitute for photos. They bring life to your slides and help illustrate your concepts. This SWOT template PPT has image placeholders built right in. To add photos of your own, browse to an image file on your computer. Then, simply drag and drop the image onto the slide. Drag and drop an image onto your slide to add images to your SWOT PPT. 5. Delete Unwanted Content Slides include an array of optional graphics. You don't have to use all of them every time. Consider the subtitle text box and logo on the slide we're working on. To remove them, simply click to select each object. Then, press Delete on your keyboard. Less is more, so click on a slide object and press Delete on your keyboard to remove unneeded objects. For a more in-depth look (with plenty of quick tips), check out our full tutorial: How to Make SWOT Analysis PowerPoint Slides With PPT Templates More PowerPoint Template Resources to Create a Great Presentation SWOT analysis PPT templates are perfect for showing the four pillars of a strategy review. You've seen amazing options throughout this article to make it easy to build them yourself. There are so many more templates you can use for a presentation. Check out our resource, Microsoft PowerPoint Templates (Ultimate Guide to the Best PPT.) Here are three excellent articles with dozens of PPT template selections: 30 Best PowerPoint Pitch Deck Templates PPT: For Business Plan Presentations 28 Best Annual Report Design Templates (For 2025 Financial Year End) The Best PowerPoint Slide Templates of 2025 (Amazing Presentation Slide Designs) 5 Tips to Make Great SWOT Analysis PowerPoint Slides Are you looking for some ways to make your SWOT analysis for PowerPoint stand out? These five tips will save you time and help you make a better presentation: 1. Use Colors in Your SWOT Analysis PPT Template Colors can be useful to highlight parts of your SWOT analysis. For example, make the "Strengths" section green. Every time you talk about a strength, make sure green is present on the slide. Having colors tied to a major point can help people see the connections between facts. But if you decide to add a background color, be careful that it doesn't distract from the information on your slide. 2. Have Four Slides That Break Your Analysis Up It's okay to start with a chart that lists everything in your SWOT analysis. Since you'll have to elaborate on why the point is listed under strengths, then break up your SWOT analysis for PPT into four slides. For example, have a strength slide. On this slide, elaborate on why each point is a strength. This also helps the audience focus on the point you're discussing. Premium SWOT analysis slide from Envato 3. Keep the Slides Simple When you overcrowd a slide, the audience can feel overwhelmed or confused about where to look. So keep things simple, and don't add too much text. Having a lot of text isn't visually appealing for the audience. When selecting colors, put yourself in the place of the audience. Make sure the color isn't distracting from the information on the slide. You want your audience to focus on your point, not on the design of the slide or the colors. 4. Be Careful With Transitions & Effects Transitions and sound effects can be distracting in a presentation. This is especially true if there are a lot of them. To keep from distracting the audience, limit the amount of sound effects or transitions that you add to your presentation. Premium PPT SWOT analysis presentation 5. Consistency To have a good-looking presentation, make sure it's consistent. On every slide, have the same size font for the body and heading. Use the same font on every slide. Don't mix themes. This can be confusing for the audience. Having consistency is less distracting and lets your audience focus on the points you're making. Using consistent design elements makes your presentation look more professional. 6. Use Images to Illustrate Your Points Images can help you make your points more clear. Use images that are relevant to your topic. Infographics are a must. A premium SWOT analysis PPT template with infographics will clearly deliver your message. Try this modern premium SWOT analysis template PPT with tons of infographics. 2. Use White Space in Your SWOT Analysis PPT Template White space is a very important aspect of design. This is the space left between the elements. In any composition, the more white space there is, the less crowded your SWOT PPT slides will be. The slides in this trending premium SWOT PPT template aren't crowded. 3. Use Custom Fonts in Your SWOT Analysis Template for PPT Why go for the same fonts everybody knows and uses? This trend is about getting custom fonts to make a truly unique SWOT PPT presentation. The rule: be as creative as you wish but keep it readable. Envato offers thousands of fonts you can choose from and download as many as you need with your subscription. 4. Play With Isometric Illustrations in Your SWOT Analysis Presentation Template Isometric illustrations are trending in 2024. This is a type of 3D design without perspective lines. It's like a trendy mix of flat design and 3D design. The isometric style looks awesome in infographics. It makes them pop out instantly. Check how it looks in this SWOT analysis PPT template: This premium SWOT template PPT features isometric illustrations. 5. Use Image Masking I'm sure you've seen image masking in PowerPoint slides. This editing technique makes images instantly stand out. But have you seen a SWOT PPT analysis with image masking? This trend will give your presentation a fresh and modern look. See how this template applies image masks: See how the image masks make this premium SWOT analysis PPT template stand out. Common PowerPoint Questions Answered (FAQ) PowerPoint is widely used to build amazing presentations, but it can seem a little daunting at first. That's why we've compiled some of the most frequently asked questions about PowerPoint to help you get started. 1. How Do I Build Successful PowerPoint Presentations? Between building slides and speaking in front of a group, it's natural to feel apprehensive as you approach your presentation. But don't worry: the trick is preparation and planning. The pitch is also a big part of a successful presentation. Here's a full roundup of the very best techniques to help you always deliver a winning pitch. How to Make Winning Pitch Decks in 2025 With PPT Templates (+Video) 2. How Do I Add Music to PowerPoint Slides? Adding music to PPT slides is a handy way to add background audio. To do it, simply navigate to the Audio button on the Insert tab and choose Insert Audio on my PC. Once imported, you'll have an array of editing options. For a full guide, visit our quick (60-second) tutorial: How to Add Music to PowerPoint in 60 Seconds 3. Can I Make Charts and Graphs in PowerPoint? Yes, and if you've got numbers and data to share, charts are essential. PowerPoint offers a variety of powerful charting tools, including the ability to edit your data with Excel spreadsheets. Learn all about it here: How to Make Great PPT Charts & Graphs in Microsoft PowerPoint (+Video) 4. How Do I Use Images in PowerPoint? Slides of all subjects benefit greatly from images. They add visual interest and keep your audience engaged. Add images to PowerPoint by: pasting directly onto your slides dragging and dropping into image placeholders using templates going to the Insert tab and choosing Pictures Once added, you can quickly make all kinds of edits and changes. They're outlined in this helpful tutorial: How to Work With Images in PowerPoint (Complete PPT Picture Guide) 5. Can I Add Animations to PowerPoint Presentations? Animations are great ways to bring new energy to your slides. To add them to PowerPoint, you'll find the Animations tab on the ribbon. Click on it to find a full suite of options, including different styles, durations, and patterns. Want to learn more? Our robust PowerPoint animation tutorial is ready to help: How to Quickly Add Good Animations to Your PowerPoint PPT Presentations Learn More About How to Use PowerPoint As you update your SWOT analysis slides, they go beyond the free products available around the web! Explore SWOT Analysis PPTs You've just seen some premium SWOT analysis PPT templates and some free SWOT templates for PowerPoint presentations. You've also read some tips on how to make your presentation look professional. The next step is yours. Download a SWOT PowerPoint template to save time when you need to do your next SWOT analysis! Free printable and editable SWOT analysis template with step-by-step instructions on how to complete the analysis. Pin Blank SWOT Analysis Template Free SWOT analysis template in different formats (image, PowerPoint, editable PDF, and Excel spreadsheet). There are Microsoft Word templates below. Strategic Analysis Templates Most companies use SWOT analysis to create a business plan. If you need to do a SWOT analysis of a company and you don't know where to start then these two templates will help you. The template explains what strengths and weaknesses are, what opportunity means, and gives SWOT threats examples. Each section has a list of questions and examples to give you ideas to include in your analysis. The editable SWOT analysis template is in Word format so you can edit it freely. What is a SWOT analysis? SWOT refers to a framework used in evaluating the competitive position of a business and developing strategic planning. In particular, when you conduct a SWOT analysis, you assess external and internal factors, and the future and current potentials of an organization. Therefore, a SWOT analysis is designed to facilitate a data-driven, fact-based and realistic look at the weaknesses and strengths of an organization. What does SWOT stand for? Strengths Refers to activities that a business performs better, the advantages an organization might have over competitors, and the unique resources that a team possesses. These are internal factors. Weaknesses Refers to areas where a business can improve, areas the competitors might be performing better, and where an organization can use resources to boost productivity. These are internal factors. Opportunities Areas an organization can take advantage of. The areas can include any trends, new resources available, and the strengths that an organization has not adopted. However, opportunities are external factors since a firm cannot control them internally. Threats Threats refer to any issues that can negatively affect your business. You can easily get a sense of the threats to your business when you subject your business to market analysis. Steps to Perform A Swot Analysis Not sure how to do a SWOT analysis? Follow these steps: Perform a thorough analysis To conduct a comprehensive analysis, you will need to identify and list the different factors which affect your business. After that, you can categorize the factors as threats, opportunities, weaknesses, and strengths. Create a SWOT Matrix After conducting a thorough analysis, you can print a blank SWOT analysis template below. If you don't want to print a SWOT template, then can create a SWOT matrix by dividing a whiteboard or piece of paper into four quadrants. You can label the quadrants into strengths, weaknesses, opportunities you have found, and threats to the business. SWOT Analysis Strengths What are we more efficient at? What can we do better than others? What makes us unique? Which of our products do customers like? What advantages do we have? Which unique talents do our workers have? What can we produce for less than our competitors? Which resources are available to us? What are our best revenue sources? What are our overall advantages? What are our core competencies? SWOT Analysis Weaknesses What are we less efficient at? What do we do not as well as others? Which of our products do customers not like? What are the complaints we receive? Which of our products are faulty or don't work as well as they should? What is more expensive for us to produce than our competitors? Where are we wasting time or money? What do our competitors do better than we do? What is preventing our growth? What is preventing us from improving? What are our customers' needs? Which products in the market are not as good as they can be? Which needs are not being answered? Which products or services do not exist? What are new trends that have started or are expected to start? SWOT Analysis Threats What are our customers' changing needs? Which technologies do we use that might become obsolete? Which of our products might not be relevant or useful when changes occur in the market occur? Are there any laws, policies, or regulations that could change and threaten us in any way? Is there something in our organizational culture that prevents growth or improvement? Design a final strategy Finally, you can use the matrix established to design the final strategy based on the relationships of the factors that you have listed. For instance, you can focus on strengths by taking advantage of available opportunities. You can also plan so that you can avoid any potential weaknesses contributed by a specific threat. In the end, you can write down your policies and concentrate on the method that you can employ in implementing them. Here are some examples: Which products should we develop? Which products should we improve? Which new markets should we enter? How can we utilize our strengths? Which steps should we take to protect ourselves from threats? Personal SWOT analysis example You can also create a personal SWOT analysis template with our free printables. For example, here is a SWOT analysis example for a marketing manager in a leading firm. You might feel that you are doing great in your current role but at the same time feel that your performance might be better. In this case, your SWOT could look as follows. Strengths A client-centric attitude has led to success in past assignments, making it to earn the faith and trust of clients. The ability to contemplate objectively and ask questions assists you in identifying the best marketing strategy. You can communicate effectively with your clients and team members. Creativity is one of the aspects that you can boast about. In particular, your habit of looking at a broader picture assists you in devising different perspectives on the betterment of the client's brand. Weaknesses Prioritizing your tasks involves one of the aspects that you should improve. Whenever you face the same level of urgency, you find it challenging to prioritize the task you can do first and last. Since you have the habit of delivering on time, you become stressed out because of the limited time and work volume. Opportunities The departmental marketing manager might be expected to go on maternity leave in a few weeks. Therefore, you will have an opportunity to learn and understand her work and handle her tasks for the period she will leave. You will be attending a marketing conference in the marketing industry. Therefore, you have a chance to meet several new people and increase your networking. One of the main competitors in the industry has suffered reputational damage due to poor services. Threats Since the business has laid off some workers, you have an increased workload that has negatively affected your creativity. The performance of the business throughout the industry has become unfavorable for a decline in the global economic situation. Therefore, it has led to slow business growth and the laying off of staff. Currently, your firm and most of the businesses are planning for layoffs. One of your colleagues has a better communication delivery style, and he competes with you regarding the next business strategy. The analysis assists you in understanding the current situation and encourages you to approach your colleague regarding an opportunity that will arise when the marketing head proceeds on leave. In this case, you can suggest that you work collaboratively to cover your boss's duties. The act of working as a team can help you to impressively and effectively serve clients. It will turn, offer you a competitive advantage over the customer service flaws of your competitor. Business SWOT example Here is a SWOT analysis example for a telecommunication business. Strengths Innovation and the launch of new devices by the business make most people seek the products. Offering premium devices across different product lines is associated with a price that enables a business to generate a considerable profit margin for every device sold. Every customer takes pride in the telecommunication business due to its excellent performance, popularity, and solid brand image for an extended period. Weaknesses The telecommunication devices provided by the company are significantly more costly than their competitors. Although the company sells most of its devices such as laptops and telephones to high- and middle-income brackets, most clients from lower-middle-income brackets are left out because of the high prices. The firm does not have an extensive distribution network as it selects it only chooses authorized sellers for its products. Therefore, the firm has a limited market reach. Opportunities Most people seek the laptop and mobile phone devices provided by the company. Therefore, the continued rise in the demand for mobile phones will assist in increasing sales volumes. The business can increase its distribution network by laying strategies for increasing its authorized sellers globally. Threats The current market is filled with cut-throat competition when it comes to after-sales services and technology. The low-income bracket encompasses one of the main parts of the market, and they usually go for businesses with less costly products. An increase in the global cost of labor has led to reduced products and triggered a rise in product selling prices. SWOT is a powerful tool that can help you identify strengths, effectively handle weaknesses, capitalize on opportunities and prevent threats. Most importantly, the SWOT analysis in this guide offers a clear view of personal and business situations. Which SWOT template format is best for me? SWOT analysis template PowerPoint This SWOT matrix template is available in many different designs. It is very useful when you are going to present your SWOT analysis chart or SWOT diagram in a presentation or when you are just looking for a pretty chart. SWOT analysis template Excel The Excel template is only available for two of the designs. Some people feel most comfortable working with spreadsheets. If you are one of them then the Excel spreadsheet might work for you. You can also open it in Google Sheets. If you are not looking to specifically use a spreadsheet then the other versions will probably be better. PDF Editable SWOT analysis template This SWOT chart template can be edited with PDF reader. You can fill in the text inside the swot analysis table but you cannot make changes to the table. To make changes to the table, you would need to use any of the other formats. Be part of something big. As the largest business membership organisation in the region, we believe in business as a force for good. Enabling opportunities for growth, together creating impact.