

# the Setability Factor

October 2009  
Braveworld Inc

by Richard A. Lannon  
BraveWorld Inc.  
SET for Success

## SWOT's that YOU Say *by Richard Lannon*

**O**ne of the best ways to approach the making of strategic decisions within your business and personal environment is by the use of a **SWOT**. This means looking at your **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats.

Look around and simply ask what is happening right now that has impact internally (**S**trengths and **W**eaknesses) and externally (**O**pportunities and **T**hreats) on me, the team or the organization. Focus your **SWOT** analysis within one context; the possibilities are endless ... sales and marketing, entrepreneurship, business development, stakeholders, customers, competition, leadership abilities or on relationships and partnerships.

A **SWOT** analysis within any of these contexts consists of a candid look at and appraisal of your **S**trengths and **W**eaknesses, **O**pportunities and **T**hreats. The key is to identify those things that are strategically important, focus on them and build a plan around them. Some potential **S**trengths are overlooked and should be given more focus. Some potential **W**eaknesses are overlooked, and should be changed. In the external world, **O**pportunities are sometimes ignored and **T**hreats go unnoticed until it is too late. It is important to evaluate the **SWOT** in terms of what the implications are for your particular situation and, following that, to develop an appropriate strategy. Once you are ready, make sure you share your **SWOT** with the right people, those who are in a position to help.

Think **SWOT** instead of WHAT and answer the questions that are naturally posed and you will discovery key areas to focus that will make a difference in your life and business.

**SWOT's** that you say? That's a **SWOT**, I say.

## On the Fast Track

Richard Lannon



Are you lost in translation?

Any leader, business person, professional or staff member can tell you it's difficult to deal with uncertainty and keep up with the breakneck speed of change in their field. Now those people have another task to add to their to-do list: develop better business skills.

Richard Lannon is more than a seasoned professional. In fact, you could say he is marinated! He left the corporate world to form a BraveWorld. A company dedicated to partnering with organizations and people to help clarify their goals and objectives and train them on how to achieve them.

He works with those people, organizations and enterprises that want to think like business people and positively impact their bottom-line.

Richard's blueprint for you is to be SET for Success (structured, engaged,



### Look Before You Leap

10 business enterprise tips to discover your client's needs. Business Requirements.

**Audio CD:** \$ 49.95 plus taxes  
by Richard Lannon

Click Link to Order <[BUY NOW](#)>

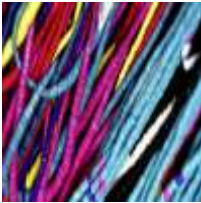


### Eliminate Client Casualties

Create partnership "like" relationships in your business environment.

**Audio CD:** \$ 49.95 plus taxes  
by Richard Lannon

Click Link to Order <[BUY NOW](#)>



### Leadership Skills for the Technical Professional

People and Team Dynamics  
**Audio CD:** \$ 49.95 plus taxes  
by Richard Lannon

Click Link to Order <[BUY NOW](#)>



### Stakeholders Analysis

Tools and Techniques to do proper stakeholder analysis. Includes templates.

**Audio CD:** \$ 49.95 plus taxes  
by Richard Lannon

Click Link to Order <[BUY NOW](#)>

Thank you for taking the time to read this issue of the Setability Factor. I hope that you will continue to be set for success in whatever you do.

Sincerely,

**Richard A. Lannon**

SET for Success

[richard@braveworld.ca](mailto:richard@braveworld.ca)

BraveWorld.ca  
[www.braveworld.ca](http://www.braveworld.ca)

Connecting on Richard's Social Networks. Join on in!



**Richard Lannon is a Professional Member**

transformed).

That is why his clients call us the Setability Experts™.

More about Richard Lannon  
[www.braveworld.ca](http://www.braveworld.ca) or  
[www.richardlannon.ca](http://www.richardlannon.ca)

## COMING SOON



### Leadership Skills for the Technology Professional

Sponsored by:



[CLICK TO READ-ME](#)

**BraveWorld Inc.**  
Suite 144, Shawville Square  
132-250 Shawville Blvd,  
Calgary, Alberta, T2Y 2Z7  
Canada

**Voice:**

403-476-8853

Fax:

1-866-249-7191  
(toll free fax)

**Voice:**

1-866-559-8126  
(toll free)

[www.braveworld.ca](http://www.braveworld.ca)



Join Our Mailing List!

We apologize if you received this in error and understand completely if you wish not to receive our monthly eNews and update information for your business.

If you wish to have your name removed, please use the SafeUnsubscribe link below.

Thank you.