

SWIFT ANALYSIS TEMPLATE

<p>Improvement idea</p>	<p>Strengths</p>	<p>Weaknesses</p>
<p>Individuality</p>	<p>Fixes</p>	<p>Transformation</p>

Template Instructions:

- Identify key strengths and weaknesses of each improvement. Strengths are typically the qualities that make the idea attractive, while weaknesses are those that may cause difficulty and/or include elements that may need to be prevented or resolved. Beware of emphasising weaknesses and difficulties over strengths - be positive about the idea.
- Explore what makes each improvement especially individual – new, different, better and/or original.
- Prioritise the weaknesses and brainstorm ways to fix the key ones, then others.
- Be specific in addressing each weakness – avoid combining them under one fix. The aim is to strengthen, evolve and develop the improvement (not to find further reasons why it can't work). Beware of assuming any weakness is impossible to solve, and note any circumstances where weaknesses might not apply or be easier to resolve.
- 'Transform' the improvement into its final form. To do this, review your work on it (as above) and rewrite in a single simple statement.