

Sun zi art of war and swot analysis



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SWOT analysis is a tool that identifies the strengths, weaknesses, opportunities and threats of an organization. Specifically, SWOT is a basic, straightforward model that assesses what an organization can and cannot do as well as its potential opportunities and threats. The method of SWOT analysis is to take the information from an environmental analysis and separate it into internal (strengths and weaknesses) and external issues (opportunities and threats).

Once this is completed, SWOT analysis determines what may assist the firm in accomplishing its objectives, and what obstacles must be overcome or minimized to achieve desired results. 5 factors In Sun Zi's Art of war there are five important factors, to compare them against those competitors so as to understand the changing conditions and circumstances of competitive market and to assess the chances of victory. These five factors are moral influence, the weather, terrain, generalship, and doctrine and law.

Moral influence refers to measures and policies that align the people with the sovereign so as to be in complete agreement and harmony with each other. In this way, the people will be prepared to co-exist with as well as die for the sovereign without any fear of dangers. Leader characteristics, character, ethics and the way he goes to manage and take care his followers are very importance to influence their loyalty. When your followers respect and trust you, they will fully support you and agree with your implemented policies.

Weather refers to the contrasting changes of night and day, the coldness of winter and the heat of summer, and seasonal changes. When make a decision must think or plan cautiously with any constrains or problems might

be arising. Do the right decision or solution in the right way, right time and for the right person. Terrain refers to whether the route to be taken is long or short, whether the ground is treacherous or safe, wide or narrow with regard to ease of movement, and whether the ground will determine the death or survival (of an army).

The generalship of a commander refers to his qualities of wisdom, trustworthiness, benevolence, courage and discipline. There are five minimum requirements as a leader. First, wisdom, it refers to IQ. Second, trustworthiness, as a leader he/she able to make his/her follower to trust him. Third, benevolence, a leader must be kind-hearted or humane. Fourth, courage, a leader must be brave to take risk and make decision. Lastly, discipline, a leader must be strict to the rules and regulation or be fair to everyone.

Doctrine and law refer to organization and control, management systems and procedures, and the command and control structure for the deployment of resources. Organization has their own policies and rules which apply to their culture. It must be flexible and tailor it according to situation or environment. It also has its own Organization System (Compensation Scheme) and Organization Chart and use the system in Planning, Organizing, Leading and Controlling the organization. So that, the organization will become more efficient, high cohesive and creative