

BIGNOA™

A Business Analysis System by Gary Bertwistle ©
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WHAT IS BIGNOA?

The SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is a well-proven technique that you have probably used before. It is especially powerful when considering strategic issues at a business unit or corporate level. This is a classical analytical tool. Typically strengths and weaknesses will be internalised in the company or business unit and the opportunities or threats tend to be external.

Gary has adapted the SWOT to create his own brand of company analysis. Known as **BIGNOA**. The greatest advantage you will find with **BIGNOA** to the traditional SWOT is that the **BIGNOA** system gives you the opportunity to not only identify with the most important or critical opportunities, but to also set in place an action plan to take advantage of the opportunities. You can move the system forward by allocating a person and date to the action plans. The traditional SWOT does not allow you a next step. **BIGNOA** brings the business analysis to life.

Here is the system:

Background

Information – What background information do we need to consider threats, competitors and environment.

Great – What's great about this issue?

Nearly's – What's not great yet? – What's nearly right and with work could be great?

Opportunities – What opportunities exist for us to take advantage of from the great's and the not great's?

Action Plan – What are the next steps to be taken to be able to capitalise on our opportunities?

When you are gathering **Background** information or gathering data this is merely a tool used to familiarise yourself with the issue and its position in the marketplace. Also bringing anybody in the Creative session up to speed with the issues and permanent points.

What's Great:

This is where you look for all the things that are great about the product or the issue. What are your strengths? What things are you doing well? And what successes are you enjoying?

Nearly's

What's not great yet? We are looking to list all the things that aren't perfect yet, the things that could use improvement. The way it is structured however allows you to look at it from a positive light, that although it is not great, the way it is positioned is that it is not great... yet. The premise is that we can make it great. This can drive toward a more positive outcome. This is a different framework than looking at your weaknesses which can be seen as quite negative.

Opportunities

The next step in **BIGNOA** is to generate a list of opportunities. When looking to generate this list either as a group, or individually, you can step back from your previous work sheets to review what's great and what's nearly great, i.e. what's not great yet. You can use these two lists to address all the opportunities that exist, i.e. things that are nearly right, then the opportunity is to make them great. If things are currently great, is there an opportunity to make them better.

So now that we have generated a list of opportunities, we can narrow down a list to the most important or critical opportunities. That is, which ideas from the list if taken forward at this point would be most beneficial to the company? Which ideas **MUST** be actioned? Narrow your list to the top 3 to 5 (the number is up to you or the group). You now will have a list of 3 odd critical opportunities. At this point we are just looking for opportunities and not solutions to the opportunities. The solutions come next in the process. Now, how do we take the opportunities forward, what is the next step?

The Action Plan

The next step is to decide what needs to be done to take the opportunities forward to a point where we can capitalise on the idea. This involves deciding what needs to be done for each idea, by whom and by when. This step is critical. If we do not decide the next steps, and who is taking responsibility and by when, then the ideas can sit in a folder or on flipchart paper on the walls and never see an outcome.

BIGNOA is a quick and efficient system, which works to generate many ideas for the user. The most beneficial outcome of this process, apart from the fact that you can generate loads of quality ideas, is that the ideas are actioned and taken to the next step. Many formats like SWOT do not have the action component built into the system; so many opportunities go unused.

Should you have any queries when implementing the BIGNOA process, please do not hesitate to call Gary Bertwistle in Sydney on 02 9356 4280. BIGNOA is also more thoroughly explained in Gary's book 'The Keys to Creativity'.

THE PROCESS

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“BIGNOA”™

Background Information:

Great – What’s great about...?

Nearly’s – What’s nearly great, but not great yet?

Opportunities – What opportunities exist for...?

My critical opportunities are...

List 3-5

Action Plan – What are the next steps?

Which steps am I totally committed to follow through with?
