

SWOT Analysis

Why use the tool?

Strengths, weaknesses, opportunities, threats (SWOT) analysis is an effective way to identify your organization’s strengths and weaknesses, and of examining the opportunities and threats you face. Carrying out an analysis using the SWOT framework helps focus your activities into areas in which your organization is strong and where the greatest opportunities exist.

How to use tool:

To carry out a SWOT analysis, write down answers to the following questions. Where appropriate, use similar questions.

		Positive Attributes	Vulnerabilities
Internal	Strengths	<ul style="list-style-type: none"> • What advantages does your organization have? • What does your organization do well? • What relevant resources does your organization have? • What do others see as your organization’s strengths? <p>Consider:</p> <ul style="list-style-type: none"> • Staff expertise • Leadership support • Engaged front-line staff • Financial advantages—cost savings • Location or market share 	Weaknesses
		<ul style="list-style-type: none"> • What could you improve? • What are the barriers to the project? • What are the root causes of past failed projects? <p>Consider:</p> <ul style="list-style-type: none"> • Lack of resources (time, money, people, supplies) • Lack of leadership or provider buy-in • Staff push back 	
External	Opportunities	<ul style="list-style-type: none"> • Where are industry trends? • Are there best practices/evidence-based practices to support your project? • Are there regulatory factors that support the need for your project? <p>Consider:</p> <ul style="list-style-type: none"> • Partnerships and collaboration • Financial opportunities/grants 	Threats
		<ul style="list-style-type: none"> • What obstacles do you face? • What is the competition doing? • Are there pending regulatory changes that could impact the project? • Does your organization have financial problems? <p>Consider:</p> <ul style="list-style-type: none"> • Strong marketing from competitor(s) • Potential loss of key provider(s) • Leadership turn-over 	

SWOT Analysis

Project name: _____

	Positive Attributes	Vulnerabilities
Internal	Strengths	Weaknesses
External	Opportunities	Threats