Quality and Safety Series

SWOT Analysis/Matrix
(Strengths, Weaknesses, Opportunities, Threats)
OBJECTIVES

• Define a SWOT analysis.
• Identify the components of a SWOT analysis.
• Discuss the uses and benefits of a SWOT analysis.
What Is a SWOT Analysis?

- Is constructed in a matrix format.
- Is used to organize and evaluate the strategic position of an organization or project.
- Optimizes what you do well.
- Identifies your vulnerabilities.
- Can be both objective and subjective.
- Reduces chance of failure.
- Helps to focus activities.
- Is best completed in a group setting.

**Internal Versus External**

**Internal**
- Resources and capabilities within your organization.
- What you do well.
- What the barriers or risks are.

**External**
- Factors that have an impact on your project.
- Can be outside of your organization or outside of the project area (e.g., ancillary services impact on a nursing unit-based project).

<table>
<thead>
<tr>
<th>Positive Attributes</th>
<th>Vulnerabilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strengths</td>
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<tr>
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<td>Threats</td>
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Positive Attributes Versus Vulnerabilities

Positive Attributes
- Internal strengths that will support your project.
- External opportunities that you can leverage.

Vulnerabilities
- Internal weaknesses and barriers.
- External threats that could jeopardize the success of your project.
Strengths: Internal Positive Attributes

- What advantages do you have?
- What do you do well?
- What relevant resources do you have?
- What do others see as your strengths?

Consider:
  - Staff expertise
  - Leadership support
  - Engaged front-line staff
  - Financial advantages—cost savings
  - Location or market share

Weaknesses: Internal Vulnerabilities

• What could you improve?
• What are the barriers to your project?
• What are the root causes of past failed projects?
• Consider:
  – Lack of resources (time, money, people, supplies)
  – Lack of leadership or provider buy-in
  – Staff push-back

Opportunities: External Positive Attributes

• What are the industry trends?
• Are there best practices/evidence-based practices to support your project?
• Are there regulatory factors that support the need for your project?
• Consider:
  – Partnerships and collaboration
  – Financial opportunities/grants

Threats: External Vulnerabilities

• What obstacles do you face?
• What is your competition doing?
• Are there pending regulatory changes that could impact your project?
• Does your organization have financial problems?
• Consider:
  – Strong marketing from competitor(s)
  – Potential loss of key provider(s)
  – Leadership turn-over

Analyzing the Results

• Are your strengths and opportunities substantial enough to support your project?
• Are you able to mitigate weaknesses and threats?
• Do you need to complete work on barriers before you take on the project?
• Develop your strategies.
• Prioritize the strategies.
• Create your action plan.
## SWOT Analysis Example

**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.

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<tr>
<td>What advantages does your organization have?</td>
<td>What could you improve?</td>
</tr>
<tr>
<td>What does your organization do well?</td>
<td>What are the barriers to the project?</td>
</tr>
<tr>
<td>What relevant resources does your organization have?</td>
<td>What are the root causes of past failed projects?</td>
</tr>
<tr>
<td>What do others see as your organization’s strengths?</td>
<td>Consider:</td>
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<td>Consider: Staff expertise</td>
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### External

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Key Take-Aways

• SWOT analysis is an important tool to identify external and internal strengths and weaknesses.

• SWOT helps you identify barriers and challenges that should be addressed prior to beginning a project.

• SWOT analysis allows you to optimize strengths and opportunities to improve the success of your project.
Thank you!

Questions: hospitalquality@hsag.com