

STRENGTHS, WEAKNESS, OPPORTUNITIES, and THREAT (SWOT)

SWOT is a widely used planning tool to help you understand the strategic position of your organization or program. As you fill in the four boxes, be sure to differential between those items that are internal to your organization (SW) and those that are from the external environment (OT).

- Evaluate the strengths the organization currently possesses that increase the chances to initiate and perform the service successfully (Internal);
- Understand areas of weakness that may create barriers or make it difficult to provide the service (Internal);
- Identify opportunities that will allow the service to grow (External); and
- Understand threats (perceived dangers to the solvency of a service/program) that may put the planned service at risk (External).

This tool is best used as part of a team planning effort which allows for input from multiple team members. It will help you to chart a course that harnesses your resources, and steers around avoidable obstacles.

SWOT Analysis

	Positive	Negative
Internal	<p><u>Strengths</u>: (What we do well)</p>	<p><u>Weaknesses</u>: (What we need to do better)</p>
External	<p><u>Opportunities</u>: (community needs, market niches, etc.)</p>	<p><u>Threats</u>: (competition, fiscal/political climates, etc.)</p>