

SWOT Analysis

Description:

As its name states, a SWOT Analysis examines four elements:

- **Strengths:** Internal attributes and resources that support a successful outcome.
- **Weaknesses:** Internal attributes and resources that work against a successful outcome.
- **Opportunities:** External factors that the entity can capitalize on or use to its advantage.
- **Threats:** External factors that could jeopardize the entity's success.

This can be used for your organization on the whole, your team and/or your solution/innovation. It can also obviously be used to assess the environment where your constituents live and/or work. To note, it can be used to analyze the current situation or to assess the viability of a potential new initiative.

Framework Guide:

The framework can be used individually or with any internal or external constituency. Work through the four different categories. Some ideas for questions are as follows:

INTERNAL

Strengths:

What advantages does your organization have?

What do you do better than anyone else?

Weaknesses:

What could you improve?

What should you avoid? What are people in your market likely to see as weaknesses?

EXTERNAL

Opportunities:

What good opportunities can you spot?

What interesting trends are you aware of?

Threats:

What obstacles do you face?

What are your competitors doing?

Now zoom in and zoom out. Can you see trends? Can you prioritize? What should you do right now? What can be put off until later? Open up a robust conversation.

Worksheet

SWOT

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS