

SWOT Analysis

SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) is used to assess current position and circumstances within the larger operating environment.

Analyse which strengths can create opportunities, which weaknesses/problems create opportunities and which threats cause problems. The SWOT generates both insights and options.

Benefits

- Examine the current condition & future potential of an organisation
- Raise key issues
- Recognise the dynamic relationship between the four elements
- Catch challenging threats whilst still manageable

Details

[1] Identify strengths and weaknesses/problems

[2] Identify threats ~ think about how any of the threats link to weaknesses/problems and if they can be turned into opportunities

[3] Explore opportunities ~ think about how strengths and weaknesses/problems can be turned into opportunities

S
W
O
T
Strengths
Weaknesses
Opportunities
Threats

SWOT Analysis - Worksheet

Strengths	Weaknesses
Opportunities	Threats