SWOT

Strengths Weaknesses Opportunities and Threats

The SWOT Tool

The SWOT tool is a tool to help you identify and analyse the Strengths, Weaknesses, Opportunities and Threats to a program, organisation or project.

A SWOT Analysis will give you valuable information and help to identify gaps and opportunities for improvement.

The SWOT is a brainstorming tool and can involve the whole team.

- **Strengths – what's good**
- **Weaknesses – what's not so good or could be done better**
- **Opportunities – what could you do to your advantage**
- **Threats – what could cause you trouble**

Looking inwards at strengths and weaknesses

Looking outwards at opportunities and threats

What
Are Your Strengths?
STRENGTHS

What contributed to success or any big achievements?
What do you do better than anyone else?
What's working well for you and the team
What do you do well?
Is there strong leader-ship?
Are you getting good feedback on your work?
What specialist knowledge does your team hold?
Are you using new tools or resources in your work that others don't have ?
What do others see as your strengths?
Have you exceeded targets?
Do you have areas of expertise in your team
Are you part of a well-structured, efficient & productive team?
Do you meet the demands of the organisation and your customers?
Are you known for your systems and processes

WHAT
ARE YOUR
WEAKNESSES
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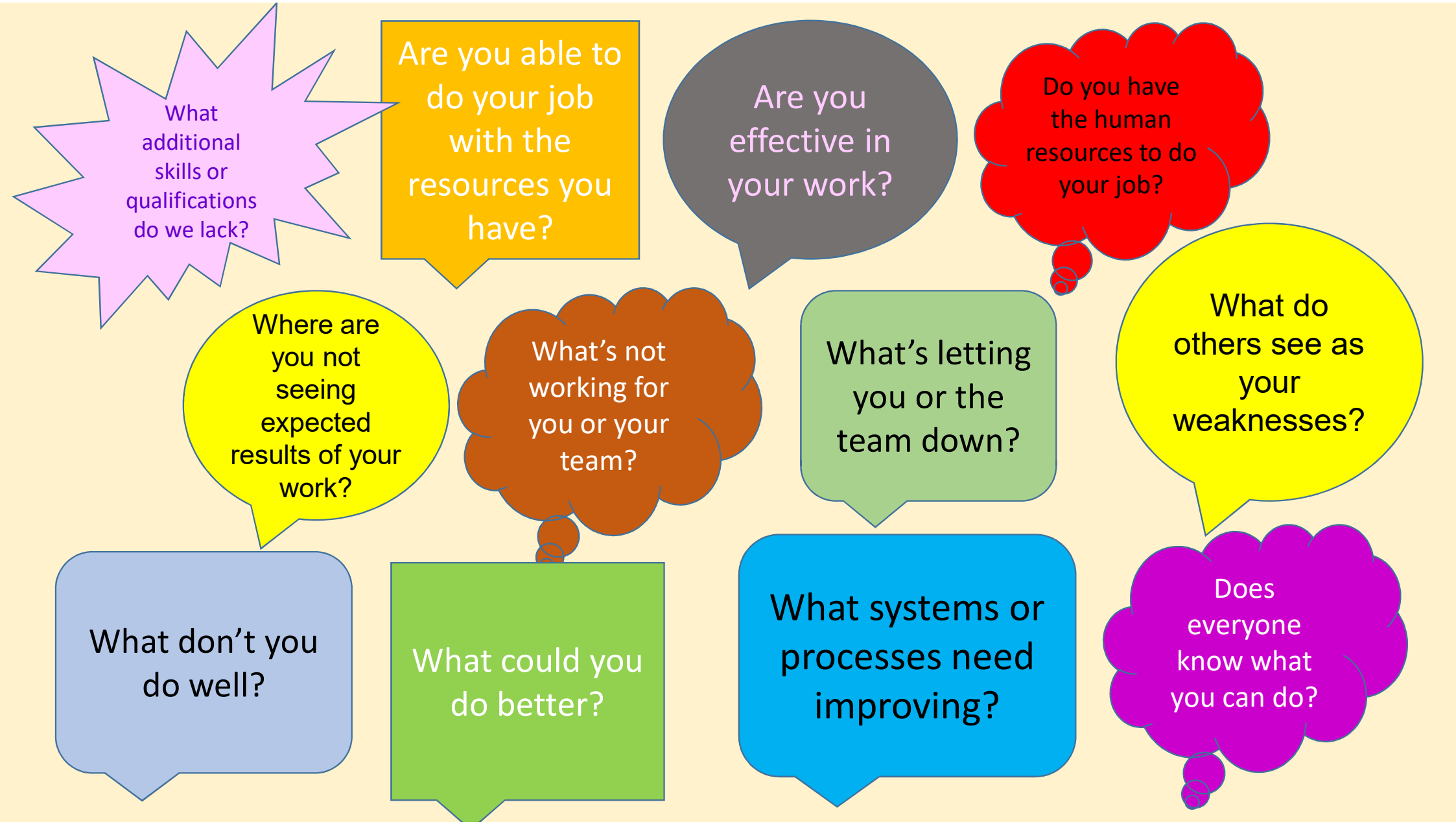
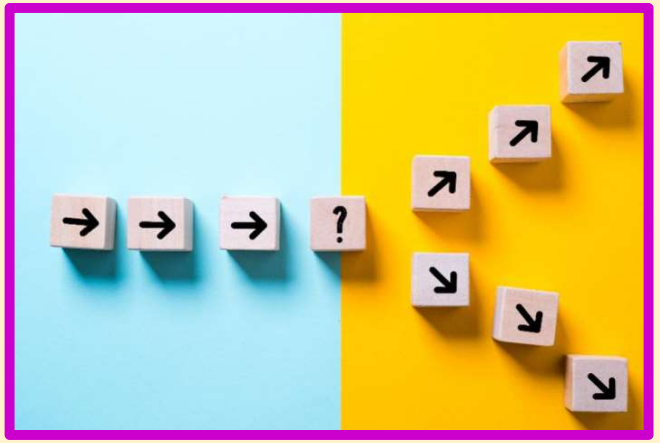

What additional skills or qualifications do we lack?
Are you able to do your job with the resources you have?
Are you effective in your work?
Do you have the human resources to do your job?
What do others see as your weaknesses?
What's letting you or the team down?
What's not working for you or your team?
Where are you not seeing expected results of your work?
What don't you do well?
What could you do better?
What systems or processes need improving?
Does everyone know what you can do?

NEW OPPORTUNITIES
67
123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Consider changes in lifestyle trends of your clients
Does your location work for you?
Any opps for ongoing education?
What are the good chances facing you?
Could changes to the needs of your customer be an advantage to you?
What advantage could you make from some of your strengths?
What could improve the team?
What's available to help you do better?
Are there technological advances or new resources in your discipline that would support service delivery and care?
What trends can you take advantage of?
What opportunities are out there **externally**?
Are there any opportunities to grow you or the team?

THREATS
THREATS
THREATS

What obstacles do you face?
What could go wrong?
Is stability of the team a concern?
How would economic changes – funding – impact your section?
How would social changes e.g., an aging pop affect demand for your service
What problems outside your organisation might hurt you or be a problem?
Are you aware of what's a threat to your role?
What **external** threats or risks exist that could effect your job?
What risks from outside do you face? - Team? Workload? Unrealistic expectations?
Could changes to the political environment threaten you?
What is external to your role, but within the organisation, that could threaten you?
Threats are the opposite of opportunities

The SWOT analysis is a great way to get input into how your team or organisation is functioning from multiple perspectives.

Have fun!