

S.W.O.T. ANALYSIS

Internal Influences

Strengths

Weaknesses

Opportunities

Threats

External Influences

Conducting a SWOT Analysis

SWOT analysis provides a framework for identifying critical issues that will impact your strategic plan. Work together to identify Strengths, Weaknesses, Opportunities, and Threats in your organization.

Conducting a SWOT analysis requires participants to be honest in their assessment. It is an effective way of gaining insight into your organization's assets and liabilities. It can also help identify areas for your organization to develop, to improve, or to terminate.

- **Strengths** are positive aspects internal to the organization
- **Weaknesses** are negative aspects internal to the organization.
- **Opportunities** are positive and external to the organization.
- **Threats** are negative aspects external to the organization.

A SWOT analysis will answer these questions:

- What are the internal strengths and weakness of your company?
- What are the external opportunities and threats in your industry and its environment?
- Can any weaknesses be converted to strengths? Any threats into opportunities?
- How can your company take advantage of strengths and opportunities?
- What strategic changes can your company implement because of the SWOT analysis?

As you implement your strategic plan, you will find that your SWOT analysis will form the basis for later actions that you take.

SWOT Analysis Example

Sample criteria, examples may fit into more than one quadrant. Apply your criteria to your organizations SWOT situation.

<p>Strengths – Areas to Spotlight</p> <ul style="list-style-type: none"> • Human Resources • Experience, Knowledge, Data • Financial / Physical Resources • Communications, IT • Culture • Marketing • Professional Development • Policies & Procedures • Emergency Services • Economic Development • Travel & Tourism • Public Health • Seasonal Residence • Etc. 	<p>Weaknesses – Areas of Improvement</p> <ul style="list-style-type: none"> • Gaps • Disadvantages • Financials • Cash Flow • Continuity • Morale, Commitment, Leadership • Accreditations • Management • Fire Services • Long-Term Care • Social Housing • Sport & Recreation • Transit • Animal Control • Etc.
<p>Opportunities – Areas of Growth</p> <ul style="list-style-type: none"> • Tourism 	<p>Threats – Areas to Monitor</p> <ul style="list-style-type: none"> • Homelessness • Drug Addiction • Wastewater Management • Loss of Revenue

Information obtained from your S.W.O.T. Analysis can be used to establish strategic goals and objectives, by building on your strengths, minimizing weaknesses, taking advantage of opportunities, and reducing your exposure to threats.

SWOT Analysis Template

Strengths ↓	Weaknesses ↓
↑ Opportunities	↑ Threats