# SWOT Analysis

The SWOT Analysis is a useful technique for understanding your organisation’s strengths and weaknesses, and for identifying both the opportunities open to you and the threats you are facing as an organisation.

* **Strengths**

Positive tangible and intangible attributes, internal to an organisation and within the organisation’s control.

* + What is unique about your organisation?
  + What do you do better than anyone else?
  + What do different stakeholders see as your strengths?
* **Weaknesses**

Negative factors that are within an organisation’s control that detract from its ability to attain the desired goal.

* + What could you improve?
  + What do other organisations better?
  + What are different stakeholders likely to see as your weaknesses?
* **Opportunities**

External attractive factors that represent the reason for an organisation to exist and develop. Opportunities are potential future strengths.

* + What good opportunities can you see?
  + What interesting trends are you aware of?
* **Threats**

External factors, beyond an organisation’s control, which could place the organisation mission or operation at risk. Threats are potential future weaknesses.

* + What obstacles do you face?
  + What are others doing that could negatively impact your work?

**Weaknesses**



**Strengths**



**Threats**



**Opportunities**



Once you have identified all four categories, analyse them in order to focus on your strengths, minimise threats, and take the greatest possible advantage of opportunities available to you. (See the SWOT Matrix tool for more detail).

**Ask:**

* How can we **use** each strength?
* How can we **minimise** each weakness?
* How can we **leverage** each opportunity?
* How can we **defend against** each threat?