



S.W.O.T. Analysis

SWOT stands for: Strength, Weakness, Opportunity, Threat. A SWOT analysis guides you to identify your project's strengths and weaknesses (S-W), as well as broader opportunities and threats (O-T). Developing a fuller awareness of the situation helps with both strategic planning and decision-making.

Here are some general questions in each SWOT category to prompt analysis of your organization, community, or effort.

	STRENGTHS	WEAKNESSES
	1. 2. 3. 4.	1. 2. 3. 4.
OPPORTUNITIES	Opportunity-Strength (OS) Strategies Use the strengths to take advantage of opportunities 1. 2. 3. 4.	Opportunity-Weakness (OW) Strategies Overcome weaknesses by taking advantage of opportunities 1. 2.
THREATS	Threat-Strength (TS) Strategies Use strengths to avoid threats 1. 2. 3. 4.	Threat-Weakness (TW) Strategies Minimize weaknesses and avoid threats 1. 2.

Strengths: what do you do well? What do other people see as your strengths?

Weaknesses: what areas need development? What should you avoid?

Opportunities: what possibilities are open to you? What resources do you have? Who can help you?

Threats: what might cause you difficulties? What responsibilities do you have? What might restrict you?

Going forward: let's call those pit-falls instead.



S.W.O.P. Analysis

	Strengths	Weakness
	<ul style="list-style-type: none"> • • • • 	<ul style="list-style-type: none"> • • • •
Opportunities <ul style="list-style-type: none"> • • • • 	Use <i>Strengths</i> to catch <i>Opportunities</i>	Overcome <i>Weakness</i> by spotting and acting on <i>Opportunities</i>
Pitt-Falls <ul style="list-style-type: none"> • • • • 	Use <i>Strengths</i> to avoid <i>Pitt-Falls</i>	Offset <i>Weakness</i> to avoid <i>Pitt-Falls</i>
Observations		

Questions & Consideration

- Who are you?