

## SWOT Analysis Worksheet

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• What do we do better than anyone else?</li> <li>• How do we stand apart from others?</li> <li>• What are our assets, and which are the strongest?</li> <li>• What unique resources do we have? (Do we have any expertise or unique talents?)</li> <li>• What do we offer to others?</li> <li>• What do others think we do well?</li> <li>• What is great about our team and our team culture?</li> <li>• Do we have a sustainable competitive advantage?</li> <li>• Other?</li> </ul>	<ul style="list-style-type: none"> <li>• What areas do we need to improve in?</li> <li>• What are we lacking in?</li> <li>• What areas do our competitors have an edge over us?</li> <li>• Where are we lacking in resources?</li> <li>• What are our inefficiencies?</li> <li>• Is our mission overly broad?</li> <li>• What controllable factors are being neglected?</li> <li>• What factors make us lose members/participants/stakeholders?</li> <li>• Other?</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• What external changes in our community, school or beyond present interesting opportunities?</li> <li>• Is there another organization providing a complimentary service that we can partner with?</li> <li>• Is there an unmet need in our community that we can uniquely fill?</li> <li>• Is there an underserved population in our community that could benefit from what we do?</li> <li>• What facilities, resources or personnel could we acquire (or relinquish) to improve our position?</li> <li>• How can we take advantage of technology?</li> <li>• What economic, environmental, political or societal shifts or trends could benefit us?</li> <li>• How can we use the press/media to our advantage?</li> <li>• Other?</li> </ul>	<ul style="list-style-type: none"> <li>• Who or what (outside of our group) can endanger our project?</li> <li>• What obstacles stand in the way of our goals?</li> <li>• Is there an organization that already does this work that we'd be duplicating or competing with?</li> <li>• Do we have to rely on others for critical steps in our process that could possibly derail our project or timeline?</li> <li>• What economic, environmental, political or societal shifts or trends could endanger our competitive edge?</li> <li>• Do we risk negative press or community backlash?</li> <li>• Other?</li> </ul>

After answering the above questions, ask:

- How can we maximize the use of our strengths?
- What do we need to do to overcome the identified weaknesses?
- How can we take advantage of our opportunities?
- What do we need to do to overcome the identified threats?

<i>Internal Factors</i>	<i>External Factors</i>	
	<b>Opportunities</b>	<b>Threats</b>
<b>Strengths</b>	<u>Comparative Advantage:</u> How to leverage your strengths and capitalize on opportunities	<u>Mobilization:</u> How to mobilize strengths to avoid threats or turn a threat into an opportunity
<b>Weaknesses</b>	<u>Invest:</u> Work on improving your weaknesses and turning it into a strength OR <u>Divest:</u> Allow the opportunity to pass	<u>Damage control:</u> How can we control or minimize potential damage to our team or program?