

## ***SWOT Analyses***

In order to determine what your organization has to offer its stakeholders, it is helpful to conduct a SWOT analysis. A SWOT analysis consists of determining your group or organization's Strengths, Weaknesses, Opportunities and Threats:

- Strengths are special skills, qualities, and accomplishments of your group or organization which make it attractive to stakeholders and give it an advantage
- Weaknesses are areas in which your group or organization lacks particular skills or resources to fulfill its purpose. It is important to remember that every group or organization, no matter how good it is, has areas of weakness as there will always be aspects of the organization which could use improvement
- Opportunities are aspects of the group/organization's environment that are favorable to its success
- Threats are aspects of the group/organization's environment that are not favorable to its success

Use the space below (and the back of this sheet, if necessary) to brainstorm your organization's strengths, weaknesses, opportunities and threats:

Strengths:	Weaknesses:
Opportunities:	Threats:

The SWOT analysis can be useful to refer to in any planning, as you want to maximize your strengths, minimize weaknesses, take advantage of opportunities and keep an awareness of threats.