# SWOT Analysis Worksheet

## Strengths
- What do we do better than anyone else?
- How do we stand apart from others?
- What are our assets, and which are the strongest?
- What unique resources do we have? (Do we have any expertise or unique talents?)
- What do we offer to others?
- What do others think we do well?
- What is great about our team and our team culture?
- Do we have a sustainable competitive advantage?
- Other?

## Weaknesses
- What areas do we need to improve in?
- What are we lacking in?
- What areas do our competitors have an edge over us?
- Where are we lacking in resources?
- What are our inefficiencies?
- Is our mission overly broad?
- What controllable factors are being neglected?
- What factors make us lose members/participants/stakeholders?
- Other?

## Opportunities
- What external changes in our community, school or beyond present interesting opportunities?
- Is there another organization providing a complimentary service that we can partner with?
- Is there an unmet need in our community that we can uniquely fill?
- Is there an underserved population in our community that could benefit from what we do?
- What facilities, resources or personnel could we acquire (or relinquish) to improve our position?
- How can we take advantage of technology?
- What economic, environmental, political or societal shifts or trends could benefit us?
- How can we use the press/media to our advantage?
- Other?

## Threats
- Who or what (outside of our group) can endanger our project?
- What obstacles stand in the way of our goals?
- Is there an organization that already does this work that we’d be duplicating or competing with?
- Do we have to rely on others for critical steps in our process that could possibly derail our project or timeline?
- What economic, environmental, political or societal shifts or trends could endanger our competitive edge?
- Do we risk negative press or community backlash?
- Other?

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