WHAT IS A SWOT ANALYSIS?
A structured examination to identify a program or organization's internal strengths and weaknesses as well as any external/internal opportunities and threats (Strengths, Weaknesses, Opportunities, and Threat Analysis).

A SWOT ANALYSIS MAY BE
» conducted by a facilitator.
» done individually by participants or in groups.
» face-to-face or virtual.

USE IT TO
» manage and eliminate weaknesses.
» help increase awareness and as a prelude to strategy formation.
» stimulate new ideas and uncover opportunities.
» enable knowledge transfer.

HOW TO USE IT
» Create a worksheet to help participants document their answers to these key questions:
  › Strengths
    ‹ What do you do well?
    ‹ What unique resources can you draw on?
    ‹ What do others see as your strengths?
  › Weaknesses
    ‹ What could you improve?
    ‹ Where do you have fewer resources than others?
    ‹ What are others likely to see as weaknesses?
  › Opportunities
    ‹ What opportunities are open to you?
    ‹ What trends could you take advantage of?
    ‹ How can you turn your strengths into opportunities?
  › Threats
    ‹ What threats could harm you?
    ‹ What is your competition doing?
    ‹ What threats do your weaknesses expose you to?
» Ask participants to identify the relative importance of strengths, weaknesses, opportunities and threats in relation to the knowledge exchange context.
» Determine how you will analyze the answers and debrief with participants.
» Consider creating a SWOT chart that shows the results visually.
» Consider how you will involve the participants in consensus building.
» Consider using the final SWOT analysis matrix to identify additional knowledge exchange needs or build a road map of next steps.

* A SWOT analysis is sometimes referred to as an internal-external analysis.