



# SWOT ANALYSIS\*

## 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*.