

I want to develop a clear plan by evaluating how I am doing and what my options are



## SWOT ANALYSIS

INSPIRED BY  
MindTools (1996) SWOT Analysis.

### LEVEL OF INVOLVEMENT



**REQUIRES SOME DIALOGUE** with colleagues/peers. Plan for some time to interact and fill out in collaboration over a day maybe.

# What is it & why should I do it?

SWOT stands for Strengths, Weaknesses, Opportunities and Threats. A **SWOT analysis** can be carried out for a specific project, organisation or even a whole sector. This analysis leads to a richer understanding of what the project or organisation can offer, the key weaknesses that need to be worked upon in order to succeed, and where to bring in external partners for assistance.

Completing a SWOT analysis involves identifying and mapping the internal and external factors that are assisting or hindering you in achieving your goal. The SWOT analysis provides a good framework for reviewing current strategies and directions, or even to test an idea while exploring solutions. It is particularly helpful to do a SWOT Analysis before the start of a project.

## ? HOW TO USE IT

A SWOT Analysis can be made for an entire organisation, but also for individual departments, programmes or even projects. Complete each of the quadrants in the worksheet according to what you see as your or your organisation's strengths and weaknesses as well as the external opportunities and threats that may help or hinder you.

**Here are some tips to help you further:**

**Be prepared:** Get your facts and figures in place before you do the analysis.

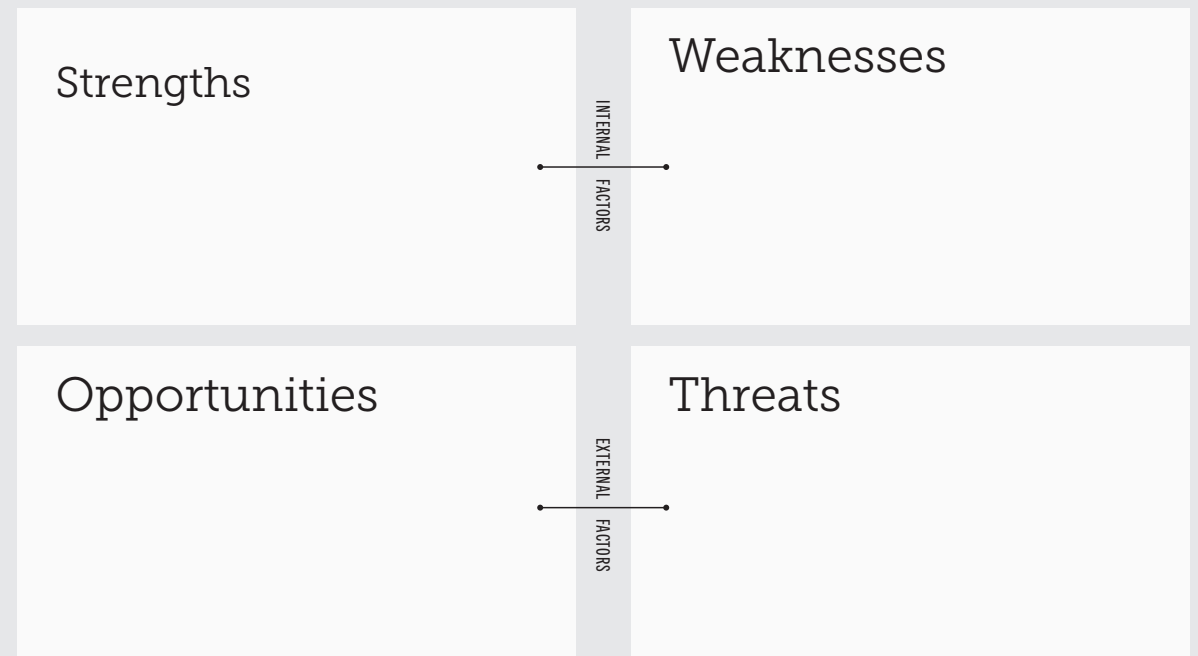
**Be comprehensive:** Include all details, from the smallest ones (e.g. for issues at the most micro level like discussions in your team) to large ones (e.g. for new government regulation) that can impact your work.

**Be self-critical:** SWOT analysis is there to stimulate critical reflection, not just to please yourself and/or others. Be open and don't get defensive. It is normal to have weaknesses as well as strengths, and to see both threats and opportunities. Sometimes talking about weaknesses or threats can even help you to recognise strengths and opportunities.

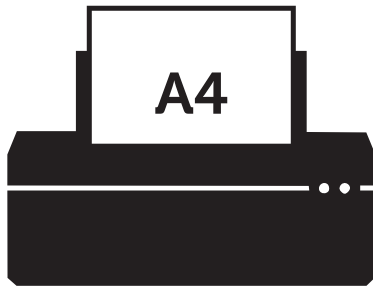
**Test your analysis with others:** Include others or maybe even ask an outsider (like your partner organisation) to do the same exercise and compare their views with your findings.

**Repeat the analysis:** As you go on with your work, new learnings and factors are bound to come up. Re-visit the SWOT Analysis to align your work and its course once every quarter or twice a year.

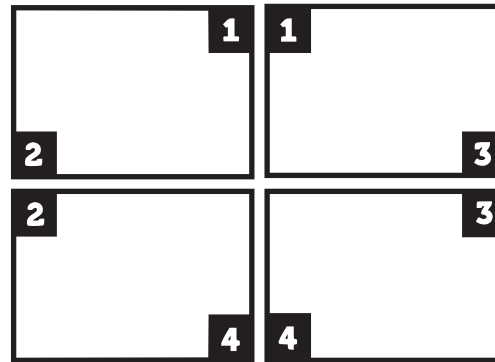
**Use it as a guide:** Don't rely on SWOT too much – it's a guide that can help scope the way for further development.



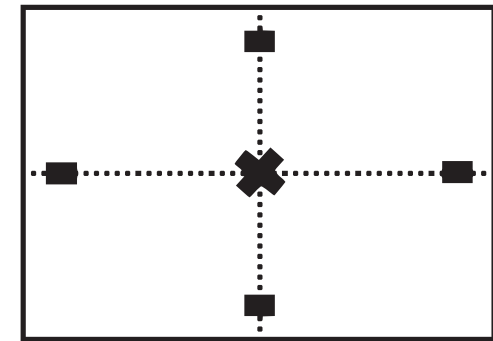
## DOWNLOAD AND ASSEMBLE THE WORKSHEET IN DIFFERENT SIZES



1 Download the PDF file and print it in a normal A4 printer.



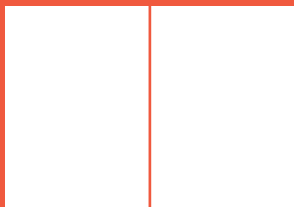
2 Align the worksheet prints according to the numbered boxes along the edge of the sheets.



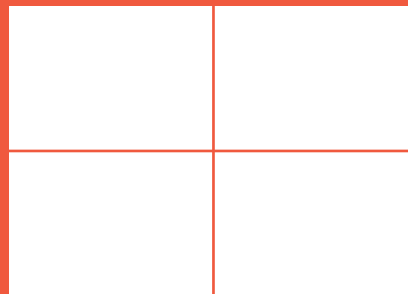
3 Join the aligned prints with cello tape or tacks and get started!

## SIZE AND ORIENTATION GUIDE

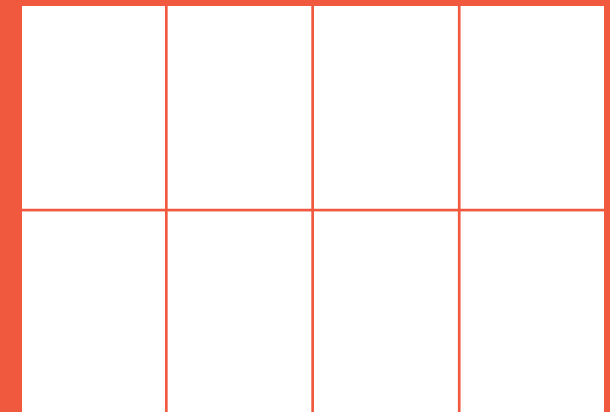
A3



A2



A1



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## Strengths

What do you do better than anyone else?

What makes you unique?

What unique or lowest-cost resources can you draw upon that others can't?

What do people in your market see as your strengths?

what my options are

n't?

INTERNAL FACTORS

## **Weaknesses**

What could you improve?

What should you avoid?

What are things that users might see as weaknesses?

INTERNAL

FACTORS



# SWOT ANALYSIS

## **Opportunities**

Do people have a need?

Do people prefer something else?

Are there any changes in technology?

Are there changes in government policy?



# EXTERNAL FACTORS



## Threats

What challenges do you face?

What are your competitors doing?

Is changing technology making things difficult?

Is there an issue with finances?

EXTERNAL FACTORS

