

Strengths, Weaknesses, Opportunities and Threats Organizational Analysis

An Organizational analysis is accomplished from two perspectives:

- Looking outside at key influences on the organization (external analysis)
- Looking inside at the resources and services of the organization (internal analysis)

The external analysis involves judgment and some speculation concerning the effects of existing trends. Specifically, it focuses on threats and opportunities.

The internal analysis evaluates the organization's human, financial, facilities, competitiveness and other capacities and potential. It focuses on strengths and weaknesses.

SWOT DEFINITIONS

Several key definitions are used for this SWOT assessment:

Strengths: those factors or characteristics of the organization that could serve as the basis for achieving your mission and vision.

Examples: good facilities, staff, volunteer participation, programs, recognition, financial resources, etc.

Weaknesses: factors that realistically may limit the extent or speed with which your mission and vision may be accomplished.

Examples: declining funding, aging and limited facilities, lack of expertise, etc.

Opportunities: represent "good bets" for action as a means to generate additional programs and services, organizational investment opportunity or other aspects of the vision.

Examples: Expansion of local services; development of new facilities, new staff and expertise, new volunteers, new issues that have community interest or support, etc.

Threats: are conditions external to your organization that could undermine stability and therefore should provide greater incentive for action.

Examples: Changes in county or state funding programs, economic factors that could limit contributions (human and financial), competition for resources or services, etc.

SWOT Worksheet

Instructions for creating and prioritizing a list of Strengths, Weaknesses, Opportunities and Threats

Appoint someone to facilitate and record. Will need flip chart paper, markers and colored dots.

Brainstorm Strengths : 5 minutes

- 2 minutes of silence for each member to gather thoughts and make a list of Strengths
- Using a Round robin, start with one member sharing one idea from their list and then continuing in a circle with each person sharing one idea at a time. Record these ideas on a large sheet of paper so everyone can see. Continue until all ideas are up on the paper.
- No discussion or judgment
- May ask questions to clarify what people mean?

Evaluate Strengths 5 minutes

- Allow each member to discuss strengths and advocate for their favorite

Prioritize Strengths 5 minutes

- Each person is given three colored dots and asked to place one dot by each of their top three strengths.
- Count up votes for each strength and number them with one for the most votes, two for the second, etc..

Record your Strengths here:

Follow the instructions above for prioritizing Strengths for each of the following: Weaknesses, Opportunities and Threats. Record your Weakness, Opportunities and Threat in the space provided on the next page

Record your Weaknesses here:

Record your Opportunities here:

Record your Threats here:
