

SWOT Analysis

SWOT stands for:-

Strengths - which can be focussed and built on

Weakness - that can be worked on to improve

Opportunities - that can be developed or taken advantage of.

Threats - that can be managed or minimised

SWOT is an analysis tool that can help you, it usually involves a group/team of people thinking about what you are trying to achieve/fix and identifying the internal and external things that will either support what you are trying to do or hamper things. The SWOT tool is designed to help you think about things in a structured way to generate meaningful insight. It can help you to

- Identify and appreciate the strengths of a situation, what is good now that can be built on
- Identify and define the weaknesses, what could you do better
- Identify and make the most of opportunities
- Identify, acknowledge and understand the possible threats and what you can do to manage them.

Try to look through different lenses as you work through each section to consider:

- Your Organisation/Team/Service
- Future Vision
- People (right staff, right time, right place)
- Workforce information
- Finance
- Demographics/Population Needs
- Service user expectation and experience



Some questions to consider, you will probably also come up with some of your own

Strengths	Weaknesses
Opportunities	Threats