

SWOT Analysis Worksheet

A SWOT analysis—reviewing your organization’s current strengths, weaknesses, opportunities, and threats—is a strategic planning tool that can be a quick and simple activity with your staff or leadership team. By periodically assessing where you can leverage strengths and opportunities, or where you may need to address weaknesses and threats that could be harming your goals, your organization can focus on the strategies you will need most to achieve your mission.

Who is this for?

- Executive Directors
- Leadership Teams
- Full staff activity

Activity [60 minutes]:

1. **[20 minutes] Brainstorm:** Gather the group who will participate in the SWOT activity. Using this worksheet in smaller teams or with your full staff, use a shared document or slide so participants can add items to each of the four areas.
 - a. **Strengths** – assets and traits you either possess or have easy access to that are helpful for achieving your missions/goals
 - b. **Weaknesses** – vulnerabilities within your team, campaign/program, or coalition that can be harmful to achieving your mission/goals
 - c. **Opportunities** – things in the environment that could be helpful to achieving your mission
 - d. **Threats** – things in the environment that could be harmful to your position, function, and overall ability to achieve your mission. These can include specific agencies or groups who oppose your work, a change in a funder’s strategy, or larger dynamics such as an economic downturn
2. **[20 minutes] Discussion:** Allow participants time to reflect on what was added to the share SWOT analysis document. Discuss in breakouts and back in the large group
3. **[20 minutes] Reflection Questions, Close, and Next Steps:** Consider the reflection questions and honing in on a few themes, actions, or things you learned.

SWOT Worksheet Sample

		HELPFUL To achieving the objective	HARMFUL To achieving the objective
INTERNAL ORIGIN Attributes of the organization	STRENGTHS		
	WEAKNESSES		
EXTERNAL ORIGIN Attributes of the environment	OPPORTUNITIES		
	THREATS		

Table adapted from https://commons.wikimedia.org/wiki/Category:SWOT_analysis#/media/File:SWOT_en.svg

Reflection Questions:

- What themes emerged in your SWOT Analysis?

- What 1-2 things on the chart will you plan on focusing on to address or leverage in the near term?
 - a. **S**trengths
 - b. **W**eaknesses
 - c. **O**pportunities
 - d. **T**hreats

- What 1-2 things on the chart will you plan on focusing on to address or leverage in the longer term?
 - a. **S**trengths
 - b. **W**eaknesses
 - c. **O**pportunities
 - d. **T**hreats

- What is not within your scope or power to address or leverage?

- Are there any clear next steps or strategies you personally (or your organization) would like to put in place after doing this analysis?

- When will we follow up on this or revisit our SWOT analysis?