SWOT Analysis Template

Team/Project Name	Date	Prepared by
Provide the name of the team or project being analyzed.	*Include the current date.*	*List the names of the individuals involved in this analysis.*

S - Strengths

Instruction: Identify the internal attributes and resources that support a successful outcome.

1. Advantages of the Team: What unique resources and capabilities does our team possess?

2. Unique Skills: What skills or expertise do we have that sets us apart from others?

3. External Perceptions: What strengths do others outside our team recognize in us?

4. Individual Contributions: What have been notable individual contributions that strengthened our team's performance?

W - Weaknesses

1. Areas for Improvement: What critical areas need immediate attention or improvement?

2. Avoidable Aspects: What should we avoid doing based on past experiences or limited resources?

3. External Perceptions: What weaknesses do others see in our team?

4. Limiting Factors: What factors are currently limiting our success or could pose challenges if not addressed?

O - Opportunities

1. Process Improvement: What processes can we develop or improve to enhance how we work?

2. Market or Industry Trends: Are there trends in our industry that we can leverage for our advantage?

3. Strategic Advancements: Are there changes in technology or business strategies that we can adopt to improve our performance?

T - Threats

Instruction: Consider the external challenges that could cause trouble for the project or team.

1. Immediate Obstacles: What are the most pressing issues facing our team today?

2. Technological Changes: How could shifts in technology affect our current mode of operation?

3. Demand Fluctuations: Is there a risk of declining demand for what our team provides?

4. Stability and Changes: Are there external factors that could destabilize our team dynamics or focus?

Instructions for Use:

1. Gather Information:

Compile data and feedback from various sources relevant to your team or project.

2. Discussion and Analysis:

Discuss each category with your team to gain multiple perspectives and insights.

3. Draft and Revise:

Prepare a draft based on initial discussions and refine it as more information becomes available or as situations change.

4. Finalize and Act:

Finalize the analysis and plan actionable steps based on the SWOT insights.

This template provides a structured approach to conducting a SWOT analysis, helping students or teams identify key internal and external factors that impact their success and challenges.