SWOT Analysis

A SWOT analysis is designed to set the context for strategy and planning. It consists of identifying the organization’s Strengths and Weaknesses (internal), and Opportunities and Threats (external). Reflecting on organizational characteristics and the market landscape provides insight into how the organization can position itself to add the most value.

**|| Strengths ||**

1. What do we do best?
2. What unique knowledge, talent, or resources do we have?
3. What competitive advantages do we have?
4. What are we doing that no one else is?
5. What things do our customers say we do really well?

**|| Weaknesses ||**

1. Where do we struggle?
2. What knowledge, talent, skills and/or resources are we lacking?
3. What disadvantages do we have?
4. In what areas do we need more training?
5. What customer complaints have we had about our product or service?
6. What objections do we most often hear from potential customers?

**|| Opportunities ||**

1. How is our industry changing? How can we take advantage of those changes?
2. Is there a need in the market that we’re not meeting, but could?
3. Is our target market changing in a way that could help us?
4. Is there a niche market that we’re not currently targeting?
5. Do our customers ever ask for something that we don’t offer, but could offer?

**|| Threats ||**

1. What obstacles do we face?
2. Could any of our weaknesses prevent us from meeting our goals?
3. Who or what might cause us problems in the future? How?
4. Who are we competing with? How do we compare?
5. Is there anyone who’s not currently a direct competitor, but could become one soon?
6. Are there changes in our industry or in technology that could threaten our success?
7. Are our employees happy and supported, or could they easily be poached?
8. Are there any standards, policies, and/or legislation changing that might negatively impact us?