

Impact Project SWOT Template

Use this grid to connect strengths and weaknesses (internal) with opportunities and threats (external).

Strengths (Internal)	Weaknesses (Internal)
<ul style="list-style-type: none"> Highly motivated and dedicated team Strong financial resources Extensive market research and analysis Proven track record in similar markets Strong relationships with key stakeholders Robust risk management framework Excellent customer service and support Highly skilled and experienced management team Strong brand reputation Excellent communication and marketing capabilities 	<ul style="list-style-type: none"> Limited market penetration in certain regions High competition from established players Fluctuating market conditions Limited resources for research and development High operational costs Dependence on a few key suppliers Limited brand awareness in certain markets High employee turnover rates Limited access to capital High regulatory compliance costs

Opportunities (External)	Threats (External)
<p>1. Market Expansion: Growing demand for sustainable products in emerging markets.</p> <p>2. Government Incentives: Tax breaks and subsidies for green investments.</p> <p>3. Technological Advancements: Innovations in renewable energy and sustainable materials.</p> <p>4. Consumer Awareness: Increasing consumer preference for eco-friendly brands.</p>	<p>1. Intense Competition: Established players with significant market share.</p> <p>2. Supply Chain Volatility: Fluctuating prices of raw materials and components.</p> <p>3. Regulatory Changes: Stringent environmental regulations and carbon footprint requirements.</p> <p>4. Climate Change Impacts: Potential disruption of operations due to extreme weather events.</p>

Prompt Questions

- Strengths: What assets, skills, or credibility do we already have?
- Weaknesses: Where are the gaps in capacity, funding, coordination?
- Opportunities: What funding cycles, policy windows, or partnerships are emerging?
- Threats: What opponents, regulations, or resource cliffs could block us?

Next Steps

1. Brainstorm individually, then fill sticky notes in each quadrant.
2. Cluster themes and prioritize top 2 per box.
3. Convert each quadrant into actions (e.g., match strengths to opportunities).