

**TOOL FOR PERFORMING A SWOT
(STRENGTHS, WEAKNESSES, OPPORTUNITIES & THREATS) ANALYSIS¹**

Here are some general questions in each SWOT category to prompt analysis of your organization, community, or effort. This tool may be especially helpful to informal partnerships and information exchange groups; these questions may serve as the basis for a conversation among partners without formal designation of responsibilities

	POSITIVES	NEGATIVES
INTERNAL Human resources Physical resources Financial resources Activities and processes Past experiences	Strengths What are your own advantages, in terms of people, physical resources, finances? What do you do well? What activities or processes have met with success?	Weaknesses What could be improved in your organization in terms of staffing, physical resources, funding? What activities and processes lack effectiveness or are poorly done?
EXTERNAL Future trends - in your field or the culture The economy Funding sources (foundations, donors, legislatures) Demographics The physical environment Legislation Local, national or international events	Opportunities What possibilities exist to support or help your effort-- in the environment, the people you serve, or the people who conduct your work? What local, national or international trends draw interest to your program? Is a social change or demographic pattern favorable to your goal? Is a new funding source available? Have changes in policies made something easier? Do changes in technology hold new promise?	Threats What obstacles do you face that hinder the effort-in the environment, the people you serve, or the people who conduct your work? What local, national or international trends favor interest in other or competing programs? Is a social change or demographic pattern harmful to your goal? Is the financial situation of a major funder changing? Have changes in policies made something more difficult? Is changing technology threatening your effectiveness?

¹ Adapted from the Community Tool Box, University of Kansas, <http://ctb.ku.edu>
Tool for Performing a SWOT