

## S.W.O.T. ANALYSIS



When analyzing and thinking through “Strengths and Weaknesses,” concentrate on **INTERNAL** aspects of your organization. (board, staff, programs) Think more about the things that are in your control.

When analyzing and thinking through “Opportunities and Threats,” concentrate on **EXTERNAL** aspects of your organization and mission. (funding sources, public perception, PR) Think more about the things that are out of your control.

### SWOT ANALYSIS

How can the organization take better advantage of its strengths?

How can the organization address and minimize its weaknesses?

How can the organization take better advantage of existing opportunities?

How can the organization address and minimize existing threats?

Positive or Negative ALIGNMENT? What are the primary 3-5 issues to be addressed that will align **strengths** with **opportunities** while minimizing **weaknesses** and **threats**?

