

Worksheet for Conducting a SWOT Analysis

Use a SWOT analysis to identify the strengths, weaknesses, *opportunities*, and *threats* relative to your company, unit or group, or a program you want to evaluate. The SWOT analysis lets you focus on specific areas and discover actions that can help build on strengths, minimize or eliminate weaknesses, maximize opportunities, and deal with or overcome threats.

Date of analysis: _____

What is being analyzed: _____

Internal Analysis

List factors inherent to what is being analyzed, such as the competencies of your group.

Strengths	Ideas for building upon these strengths
Weaknesses	Ideas for minimizing or repairing these weaknesses

External Analysis

List factors external to what is being analyzed, such as customer needs or marketplace trends.

Opportunities	Ideas for investigating or taking advantage of these opportunities
Threats	Ideas for minimizing or overcoming these threats