SWOT Brainstorm Worksheet

A SWOT helps you to brainstorm your**s**trengths, **w**eaknesses, **o**pportunities, and **t**hreats. It is a useful tool for planning.

SWOT brainstorming will help you develop strategy by helping you to consider your organization’s strengths and weaknesses, as well as external opportunities and threats.

* Strengths and weaknesses are internal (e.g. membership, leadership, reputation, structures). You can change them over time with work.
* Opportunities and threats are external (e.g. other services in the community, territorial policies). You cannot change them, but you can prepare for them.

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| Internal | **S**trengths | What do we do well?  What internal resources do we have (knowledge, skills, reputation, things)? |
| **W**eaknesses | What can we do better?  What do we lack?  Do we have limited resources? |
| External | **O**pportunities | What opportunities can we take advantage of?  Is there a great need for services we can provide? |
| **T**hreats | Do we have any competitors?  Do we face any challenges that make it hard for us to do our work? |

**Brainstorming Exercise:** Using the table on the next page, fill in any and all internal strengths and weaknesses, as well as external opportunities and threats that affect your project/group/organization.

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| Internal | **S**trengths |  |
| **W**eaknesses |  |
| External | **O**pportunities |  |
| **T**hreats |  |

Look at what you have filled in, and think through the following questions. Your answers could form strategies, goals, or objectives.

1. How do we use our strengths to take advantage of opportunities?

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1. How do we overcome our weaknesses to take advantage of opportunities?

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1. How do we use our strengths to make us less vulnerable to threats?

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1. How do we overcome the weaknesses that make up vulnerable to threats?

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