

SWOT Analysis

A SWOT analysis is a tool used to help you identify

- strengths which can be focussed on
- weakness that can be worked on;
- threats that can be minimised
- opportunities that can be taken advantage of.

It involves stating the objective of the programme of work and identifying the internal and external factors that are either supportive or unfavourable to achieving that objective. Users of SWOT analysis need to ask and answer questions that generate meaningful information.

SWOT analysis provides a structure to:

- Identify and appreciate the strengths of a situation
- Identify and define the weaknesses
- Identify and make the most of opportunities
- Identify, acknowledge and understand the possible threats

Where appropriate consider:

- The service
- Future Vision
- People (right staff, right time, right place)
- Workforce information
- Finance
- Demographics
- Service user expectation and experience

Process

1. Divide the main group into sub groups and allocate each with a different starting point of strength, weakness, opportunity and threat.
2. Allocate 30 minutes for the discussion, ach group should discuss all 4 factors but the majority of time should be spend discussing their starting point.
3. Once the discussion are complete ask each sub group to feedback to the room

SWOT Analysis	
Strengths	Weaknesses
<ul style="list-style-type: none">✓ What strengths do you have as a service?✓ What do you do well?✓ What do other people think you do well?	<ul style="list-style-type: none">✓ What could you improve?✓ What could be developed?✓ What is not working well?✓ What is being done badly?✓ What do/should you avoid dong?
Opportunity	Threats
<ul style="list-style-type: none">✓ What will happen in your service in the next 5 years?	<ul style="list-style-type: none">✓ What are the barriers to service development?

- ✓ What could be a win:win situation?
- ✓ What is the legislation saying that could help you in the near future?

- ✓ What sort of obstacles do you face?
- ✓ What changes are coming?
- ✓ What funding do you have?
- ✓ What is legislation saying?