**<\*\* Delete blue text before publishing or printing \*\*>**

<Examples displayed in angle brackets <> replace or delete to suit organisation’s needs>

Use a **SWOT analysis** to help your organisation understand its context/environment, set goals and plan objectives. This document is useful in the development of larger plans (e.g. Strategic Plan, Succession Plan).

What does **SWOT** stand for?

* **S**trengths – what is the organisation good at?
* **W**eaknesses – where could the organisation improve?
* **O**pportunities – what external factors/changes could be taken advantage of?
* **T**hreats – what external factors could impact the organisation?

Consider what affects the organisation internally when considering strengths and weaknesses and externally when thinking about opportunities and threats.

Use the following tables to guide and document the organisation’s SWOT analysis.

|  |  |
| --- | --- |
| Internal | |
| Strengths | Weaknesses |
| * <Strong reputation> * <Excellent money management> | * <Outdated processes> * <Low number of volunteers> |

|  |  |
| --- | --- |
| External | |
| Opportunities | Threats |
| * <Media coverage of local community groups> * <Not for profit sector is expanding> | * <Recession can cause drop in fundraising> * <Failure of a project can affect reputation> |