

SWOT Analysis Tool

What is SWOT Analysis?

SWOT Analysis is a combination of Gap Analysis and Contingency Planning.

- In Gap Analysis, you consider the Strengths and Weaknesses that pertain to an issue.
- In Contingency Planning, you consider Opportunities and Threats that pertain to an issue.

Strengths

- What are our strengths related to the issue?
- What can we do to take advantage of our strengths?

Weaknesses

- What are our weaknesses related to the issue?
- What must we do to overcome our weaknesses?

Opportunities

What are the major opportunities related to the issue:

- Currently available to our organization?
- Possibly available to us in the future?

What contingencies have we identified to take advantage of possible opportunities?

Threats

What are the major threats related to the issue:

- Facing our organization now?
- That may face our organization in the future?

What contingencies have we identified to overcome possible threats?

Strengths and Weaknesses: Gap Analysis

<i>Component</i>	Strength	<i>Ways to Leverage Strength</i>	Weakness	<i>Ways to Overcome Weakness</i>
People				
Management Processes				
Information Systems				
Facilities, Equipment				
Financial				

Opportunities and Threats: Contingency Planning

Opportunity	<i>Impact H - M - L</i>	<i>Likelihood H - M - L</i>	<i>Way to take advantage of opportunity</i>

Threat	<i>Impact H - M - L</i>	<i>Likelihood H - M - L</i>	<i>Way to avoid or minimize risk of threat</i>