

### SWOT Analysis

Loved and loathed in equal measure, the SWOT still remains one of the simplest tools for drawing out the key elements that will shape the plan.

Tops tips to use the SWOT model most effectively:

1. Work as a group, with one team member facilitating the exercise.
2. Look at the internal strengths and weaknesses of your organization – try to ensure each point is factual not just a belief or perception.
3. Assess the external opportunities and threats – gain agreement that these are probable not imagined.
4. Take a break and then look at pairing your strengths to opportunities or strengths to combat threats. From this analysis you should be able to create next steps – limit to 5 but make them really good!

### SWOT Worksheet

<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>Threats</b>

<b>Next Steps:</b> 1. 2. 3. 4. 5.
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