

SWOT Analysis



HEALTH CARE
AUTHORITY

What is a SWOT Analysis?

A SWOT Analysis provides programs and organizations with a clear, easy-to-read map of internal and external factors that may help or harm a project, by listing and organizing a project's strengths, weaknesses, opportunities, and threats. SWOT can clearly show a program its chances for success, given present environmental factors.

How to Conduct a SWOT Analysis

Create a chart with columns titled "Helpful" and "Harmful," and rows titled "Internal" and "External."

Sort out factors that impact your organization, and place them in the appropriate rows/columns:



	Helpful (Positive Impact)	Harmful (Negative Impact)
Internal	Strengths may include: <ul style="list-style-type: none"> Characteristics of the organization that will help it achieve successful outcome or reach goals Resources, capabilities that will contribute to success 	Weaknesses may include: <ul style="list-style-type: none"> Characteristics of the organization that might hinder successful outcome/reaching goals Absences of strengths "Flip sides" of strengths Things to avoid when executing program Factors contributing to past failures What other organizations might do better than yours "Achilles Heels"
External	Opportunities may include: <ul style="list-style-type: none"> Environmental factors that might influence/contribute to successful outcome Unfulfilled/open niches not served by other programs (unmet customer need) Upcoming changes to status quo (regulatory, political, social, etc.) Chances made possible by unique strengths/eliminating weaknesses Factors: Political, Economic, Socio-cultural, Technological 	

Remember:

- Try to look at your organization from an external perspective, even when assessing internal factors: What would others say about your organization?
- Try to verify/quantify statements when possible, rather than making general statements about your strengths, weaknesses, opportunities, and threats
- You may end up with what seems like too many factors to consider, at which point it might be helpful to start prioritizing them
- Consider: How can you convert weaknesses into strengths? Use strengths to overcome threats? Use strengths to maximize opportunities? Use strengths to compensate for or minimize weaknesses?
- SWOT analyses can be performed on multiple levels of an organization: Might it be more helpful to perform one just on your program? Division? A specific process?