



## Tips for Conducting a SWOT Analysis

# HELPFUL TIPS

A SWOT analysis is a useful tool to gain a general sense of where an organization or team stands in an industry or field. The key benefit of this tool is that it helps you to think about what organizational **Strengths** and **Weaknesses** exist and potential **Opportunities** and **Threats** to achieving an organization's end goal.

The table below is an example of how to do a SWOT with the types of questions you may want to consider. **Strengths** and **Weaknesses** are focused on internal factors, while **Opportunities** and **Threats** focus on the external environment. The key to conducting a robust SWOT analysis is to consider a variety of qualities or characteristics in each category. Once you have completed your SWOT analysis, you can also apply the information in a TOWS analysis.



### SWOT Analysis

### Strengths

### Weaknesses

#### Sample Questions:

- *What is the need, gap or niche that this organization addresses?*
- *What sets the organization apart from other similar organizations? E.g., What do they offer that other organizations do not?*
- *What expertise does this team bring to the organization?*
- *How efficient and cost effective is their supply chain or service delivery?*
- *What are the most effective elements of their social media campaign and why?*

#### Sample Questions:

- *What are some gaps or needs in the organization's service delivery model?*
- *What failures or improvement areas are known about this organization?*
- *Does the organization lack a social-responsibility platform or department?*
- *Does the organization lack engagement with their base supporters or potential clients?*
- *Are there any negative public perceptions of this company? E.g., Exploitation of communities, misuse of resources?*

### Opportunities

### Threats

#### Sample Questions:

- *Does this organization have the potential to expand their services elsewhere?*
- *Are there any client groups that could need their services that are not currently prioritized?*
- *Could the organization's supply chain or service delivery model be streamlined?*
- *What strategies or actions are other industry competitors taking to offer better services?*
- *How could their social media campaign be strengthened?*

#### Sample Questions:

- *What do other competitive organizations offer that is different?*
- *Are there any trends in this organization's industry that may threaten the current service-delivery model?*
- *Are prices or wages expected to increase for resources and staffing for this industry?*
- *Are there new technologies and/or techniques being developed that will negatively influence the demand for this organization's services?*

#### Additional Resources:

• York's Online library offers helpful guides for conducting company and industry SWOT analyses.

• The Community Tool Box from the University of Kansas offers a variety of useful resources including a section dedicated to conducting a SWOT analysis.

