



# SWOT Analysis

A SWOT analysis is a simple tool to help you work out the internal and external factors affecting your business. It is one of the most commonly used business analysis and decision-making tools. A SWOT analysis helps you:

- **Build on strengths (S)**
- **Minimize weakness (W)**
- **Seize opportunities (O)**
- **Counteract threats (T)**

To get the most out of a SWOT analysis, you need to conduct it with a particular objective in mind. For example, a SWOT analysis can help you decide if you should introduce something new or change your processes.

A SWOT analysis is often part of strategic planning. It can help you better understand your organization and work out what areas need improving.

## STEP 1: Decide on the objective of your SWOT analysis

### STEP 2: Strengths

Identify and list what you think are your strategic plan strengths. Examples could include strengths relating to SMART goals, data sources, and appropriate action steps directly related to the goal.

### STEP 3: Weaknesses

List things in your strategic plan that you consider weaknesses. Weaknesses could include poorly written goals, redundant action steps, non-measurable goals, limited or no data sources, excessive actions steps, responsibilities unclear, non-focus on school's needs assessment(s).

### STEP 4: Opportunities

Think about the possible external opportunities for your school's plan to be successful. These are not the same as your internal strengths. For the SWOT analysis, the same item would not be as both an opportunity and a threat. Opportunities could include new technology, training programs, partnerships, grants, stakeholder communication.

### STEP 5: Threats

List factors, which were a threat or cause a problem for the successful implementation of your school's plan. Examples of threats could include employee cuts, program cuts, funding sources, school culture and climate, lack of community support, employee turnover.

## Establish priorities from the SWOT

When you have completed the steps above, you will have four separate lists. Ideally, these lists can be displayed side-by-side so you can have an overall picture of how your strategic plan is running and what issues you need to address (i.e. develop four prioritized lists). The results of your SWOT will greatly assist with developing your school's next strategic plan.

Adapted from: <https://www.business.qld.gov.au/business/starting/market-customer-research/swot-analysis/conducting-swot-analysis>