



## **SWOT Analysis:**

### **Questions for Conducting an Analysis with your Team**

Use SWOT Analysis to identify internal and external factors influencing and affecting performance. SWOT may be used as an analysis tool to help you explore areas for change and growth, which can help with goal setting and/or strategic planning. Here are some questions to help you get started.

#### **Strengths:**

1. What do we do best?
2. What unique knowledge, talent, or resources do we have?
3. What advantages do we have?
4. What do other people say we do well?
5. What resources do we have available?
6. What is our greatest achievement?

#### **Weaknesses:**

1. What could we improve?
2. What knowledge, talent, skills and/or resources are we lacking?
3. What disadvantages do we have?
4. What do other people say we don't do well?
5. In what areas do we need more training?
6. What customer complaints have we had about our service?

#### **Opportunities:**

1. How can we turn our strengths into opportunities?
2. How can we turn our weaknesses into opportunities?
3. Is there a need in our agency that no one is meeting?
4. What could we do today that isn't being done?
5. How is our field changing? How can we take advantage of those changes?
6. Who could we support? How could we support them?

#### **Threats:**

1. What obstacles do we face?
2. Could any of our weaknesses prevent our unit from meeting our goals?
3. Who and/or what might cause us problems in the future? How?
4. Are there any standards, policies, and/or legislation changing that might negatively impact us?
5. Are we competing with others to provide service?
6. Are there changes in our field or in technology that could threaten our success?