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Description automatically generated with medium confidence SWOT Analysis and Action Plan Worksheet

**Reflection Guide**



**What to do:** Use this strategic planning technique to identify your program’s strengths, weaknesses, opportunities, and threats (SWOT). Use the template on page 2 to create an action plan that builds on strengths to overcome threats and take advantage of opportunities.

**Why it matters:** A SWOT analysis helps you get a different perspective on daily operations and short- and long-term planning. It can help you evaluate progress, identify new possibilities, and make adjustments to support continuous improvement and sustainability.

# Part 1: Conduct a SWOT Analysis

|  |  |
| --- | --- |
| **Internal Factors** | |
| **Strengths**  What does your program do well?  What unique resources can you draw on?  What do others see as your program’s strengths? | **Weaknesses**  What could your program improve?  Where do you have fewer resources than others?  What are others likely to see as weaknesses? |
|  |  |
| **External Factors** | |
| **Opportunities**  What opportunities are open to your program?  What trends could you take advantage of?  How can you turn your strengths into opportunities? | **Threats**  What threats could harm your program?  What is your competition doing?  What threats do your weaknesses expose you to? |
|  |  |

# Part 2: Create an Action Plan to Capitalize on Strengths and Overcome Challenges

|  |  |  |
| --- | --- | --- |
|  | **Opportunities**  (*external, positive*) | **Threats**  (*external, negative*) |
| **Strengths**  (*internal, positive*) | **Strength – Opportunity Strategies** | **Strength – Threat Strategies** |
| **Weaknesses**  *(internal, negative)* | **Weakness – Opportunity Strategies** | **Weakness – Threat Strategies** |



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