



SWOT Analysis and Action Plan Worksheet

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	Weaknesses
What does your program do well? What unique resources can you draw on? What do others see as your program's strengths?	What could your program improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
External Factors	
Opportunities	Threats
What opportunities are open to your program? What trends could you take advantage of? How can you turn your strengths into opportunities?	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 <i>(external, positive)</i>	Threats <i>(external, negative)</i>
Strengths <i>(internal, positive)</i>	Strength – Opportunity Strategies	Strength – Threat Strategies
Weaknesses <i>(internal, negative)</i>	Weakness – Opportunity Strategies	Weakness – Threat Strategies

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