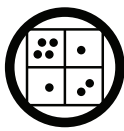




Assessing Capacity with SWOT Analysis



Contents

1. Introduction.....	2
2. What Materials Do I Need for SWOT Analysis?.....	2
3. How Do I Conduct SWOT Analysis?.....	2
4. Prompts.....	3

1. Introduction

What Is SWOT Analysis?

SWOT analysis is a simple tool to examine an organization's strengths, weaknesses, opportunities and threats. The simplicity of this tool is part of the reason why many types of organizations have been using it for decades. The SWOT tool prepares organizations to identify strengths to develop, weaknesses to mitigate, opportunities to seize, and threats to avoid.

Why Use SWOT Analysis?

This tool can be used for early brainstorming, or to guide more intensive strategic discussions—internally in a housing and community development organization, or externally to bring input from stakeholders. A SWOT analysis can help collect and organize information to explore new opportunities, make decisions about new strategies, identify areas for change, and refine and redirect current efforts with new solutions.

2. What Materials Do I Need for SWOT Analysis?

This toolkit suggests two possible methods for conducting SWOT analysis:

Level 1: Paper Form.

This basic tool is ideal for brainstorming SWOT in a group setting.

Level 2: [Google Form Template](#).

This more [advanced interactive tool](#) can be used to collect information remotely from a group of stakeholders and compile it in one place. The technology enables both private and shared response options for stakeholders. You must be signed in to a Google account to use this feature.

3. How Do I Conduct SWOT Analysis?

1. Assemble your team: A SWOT analysis can be done with a small group of people in the leadership of the organization, but it can also be extremely useful when a wider range of voices is included, both from employees and from outside stakeholders. Use our paper form to complete the SWOT analysis in person or our interactive Google Form to complete your virtual analysis as a team.
2. Take the time: A SWOT analysis can be done in an hour, or over the course of a day or two depending on the depth of the analysis and discussion.
3. Fill it out: Use the prompts below to identify your organization's SWOT.
4. Reflect: Use the results of your SWOT to make strategic organizational decisions.

Remember:

- Use precise, verifiable statements.
- Cut long lists of factors, and prioritize the most significant.
- Carry SWOT findings through to later stages in the strategy formation process.
- Apply it at the right level (organization vs. program vs. activity level).
- Use it in conjunction with other strategy tools.
- Be frank with yourself and the team when considering strengths and weaknesses.

4. Prompts

Strengths (Internal)

- What important skills and knowledge do we possess that give us advantages in the work we do?
- What are our financial resource strengths, such as funding, sources of income and investment opportunities?
- What are our physical resource strengths, such as our location, facilities and equipment?
- What are our human resource strengths, such as employees, consultants, partners and networks?
- In what areas are we leaders?

Weaknesses (Internal)

- What knowledge or skills do we lack that we need to achieve our mission?
- What are our financial resource weaknesses, such as funding, sources of income and investments?
- What are our physical resource weaknesses, such as our location, facilities and equipment?
- What are our human resource weaknesses, such as employees, consultants, partners and networks?
- In what areas do we have little influence?

Opportunities (External)

- What market opportunities can we take advantage of?
- What policies and initiatives align with our goals?
- Who can we work with to leverage resources?
- What financial opportunities are open to us?
- What investment opportunities are open to us?
- What opportunities are present for us to take a leadership role?

Threats (External)

- What are the most significant threats that we face?
- What existing public policies, if any, pose a threat to achieving our goals?
- What competitive threats do we face from other organizations?

- What financial threats do we face?
- What is holding us back from being an effective leader?

Strategic Connections

- How can our strengths be leveraged to create opportunity?
- How can we address, mitigate, or avoid our weaknesses?
- Which opportunities are priorities?
- How can we address, mitigate, or overcome threats?

SWOT Tool Responses

Strengths	Weaknesses
Opportunities	Threats

