



S.W.O.T. Analysis

The purpose of a S.W.O.T. Analysis is to provide an assessment of the current trends and state of an organization – this is also a tool to understand the Internal Environment of an organization and is a type of environmental scanning.

Strengths – List two strengths of your organization. Strengths are your organization’s best qualities, aspects, or exceptional programming and events.

Weaknesses – List two weaknesses of your organization. Weaknesses are your organization’s worst qualities, aspects, or programming in need of attention and improvement.

Opportunities – List two opportunities for your organization. An opportunity could be a potential future event, an untapped resource, or a future partnership that hasn’t been attempted before.

Threats – List two threats to your organization. A threat can be something, if it is not responded to, that can be harmful to the future success of your organization.
