



SWOT ANALYSIS

1 IDENTIFY THE PROBLEM

Clearly define the problem you want to analyse.

2 LIST THE STRENGTHS

Identify the internal strengths or available resources that can help address the problem (skills, assets, knowledge, support networks...).

3 IDENTIFY OPPORTUNITIES

Identify external opportunities that may benefit the resolution of the problem (policy changes, collaborations with other organisations, technological advances...).

4 LIST WEAKNESSES

Recognises internal constraints or challenges that could hinder the solution of the problem (lack of resources, lack of expertise, financial constraints...).

5 IDENTIFY THE THREATS

Analyse the external factors that could represent a threat to the solution of the problem (competition, changes in regulations, economic problems...).

6 REFLECT ON THE ANALYSIS

Once you have identified the strengths, opportunities, weaknesses and threats, you should reflect on how they relate to each other and how they impact on the problem at hand.

7 DEVELOP STRATEGIES

You should use the results to develop concrete strategies that promote the strengths and opportunities, while addressing the weaknesses and minimising the threats.