



Identifying and Addressing Program Strengths and Weaknesses

Session Objectives



YOU FOR YOUTH



- Learn how to identify strengths and weaknesses in their program using a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis.
- Build on strengths and create new opportunities.
- Determine how to use strengths to overcome challenges.



Internal and External Factors



Four Corners Activity

- Internal strength
- Internal weakness
- External opportunity
- External threat



What is SWOT Analysis?



A SWOT analysis is a tool for analyzing your program both internally and externally, by looking at:

- **S**trengths
- **W**eaknesses
- **O**pportunities
- **T**hreats

It provides helpful information in order to plan for the future or analyze a problem.



How do I conduct a SWOT Analysis?



- List the internal factors (strengths and weaknesses).
- List the external factors (opportunities and threats).
- Create an action plan.



Internal Factors

Strengths & Weaknesses

General areas to consider:

- Human resources
- Physical resources
- Financial resources
- Program activities
- Program experiences





External Factors

Opportunities & Threats

Some forces and facts are beyond the control of your program. For example:

- Current and future trends
- The economy
- Funding sources
- Demographics
- Physical environment
- Legislation
- Local, national or international events





Brainstorm

List your program's strengths, weaknesses, opportunities and threats.

Tips:

- List all ideas.
- Put ideas into multiple categories.
- Narrow your list down to 10 or fewer.





How to use your SWOT Analysis?

Conducting a SWOT analysis can help your program team do the following:

- Identify issues or problems you intend to change.
- Set or reaffirm goals.
- Create an action plan.



Prepare an Action Plan



	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



Reflection: Next Steps

What are the next steps for putting a SWOT analysis into action?

