



SWOT Analysis Worksheet

Part 1: Conduct a SWOT Analysis

Instructions: Use this worksheet to help you create a strengths, weaknesses, opportunities and threats (SWOT) analysis chart for your program.

Internal Factors	
<p>Strengths What does your program do well? What unique resources can you draw on? What do others see as your program's strengths?</p>	<p>Weaknesses What could your program improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?</p>
<p style="text-align: center;">External Factors</p>	
<p>Opportunities What opportunities are open to your program? What trends could you take advantage of? How can you turn your strengths into opportunities?</p>	<p>Threats What threats could harm your program? What is your competition doing? What threats do your weaknesses expose you to?</p>





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Part 2: Create an Action Plan for Capitalizing on Strengths and Overcoming Challenges

Instructions: After completing a SWOT analysis, use the chart below to create an action plan by identifying ways to turn program opportunities into strengths, and ways to use strengths to 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

