

SWOT ANALYSIS

Strengths, Weaknesses, Opportunities, Threats

The SWOT analysis is the analytical filter by which information obtained from various research sources (surveys, focus groups, an annual report, etc.) can be reduced into a manageable number of key issues.

	HELPFUL in achieving the mission	HARMFUL in achieving the mission
INTERNAL Attributes of the organization Culture, Image, Organizational Structure, Key Staff, Operational Efficiency, Operational Capacity, Financial Resources	Strengths	Weaknesses
EXTERNAL Attributes of the environment Partners, "Customers," Trends, Social Changes, Economic Environment, Political & Regulatory Environment, New Technology	Opportunities	Threats

By understanding these four aspects of your situation, your organization can better leverage its strengths, correct its weaknesses, capitalize on golden opportunities, and deter potentially devastating threats.