



i-THRIVE Toolkit: SWOT Analysis

This document sets out guidelines for how to conduct a SWOT analysis.

What is a SWOT analysis?

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.

Strengths and weaknesses are often factors that are internal to your organisation, while opportunities and threats are factors that are external to your organisation.

How to do a SWOT analysis?

- Decide the objective – and write this at the top of your page
- Print out the attached SWOT template
- Use the questions below to help you fill out the template:

Strengths

- What is working well now/what has been achieved?
- What would be good to maintain/build upon?

Weaknesses

- What isn't going so well now?
- What needs to be remedied/rethought?

Opportunity

- What would be great for the future?
- Where is there opportunity/room for improvement?
- How might the external environment support progress?

Threat

- What might go wrong in the future?
- What are competing factors that could hinder improvement?
- How might the external environment hinder progress?



- Consider how you can use the strengths and opportunities to your advantage. And how you might change your threats and weaknesses into opportunities and strengths. If it is not possible to convert the negative to positives then you need to think how you can minimise any negative impact they might have.
- To help you decide your next course of action, you may want to use the prioritisation matrix below.



Helpful to your objective

Harmful to your objective

*Internal origin
(Attributes of the organisation)*

Strengths

Weaknesses

*External origin
(Attributes of the environment)*

Opportunities

Threats