



Tips for Conducting a SWOT Analysis

A SWOT analysis is a useful tool to gain a general sense of where an organization or team stands in an industry or field. The key benefit of this tool is that it helps you to think about what organizational **Strengths** and **Weaknesses** exist and potential **Opportunities** and **Threats** to achieving an organization's end goal.

The table below is an example of how to do a SWOT with the types of questions you may want to consider. **Strengths** and **Weaknesses** are focused on internal factors, while **Opportunities** and **Threats** focus on the external environment. The key to conducting a robust SWOT analysis is to consider a variety of qualities or characteristics in each category. Once you have completed your SWOT analysis, you can also apply the information in a TOWS analysis.



SWOT Analysis

Strengths

Weaknesses

Sample Questions:

- What is the need, gap or niche that this organization addresses?
- What sets the organization apart from other similar organizations? E.g., What do they offer that other organizations do not?
- What expertise does this team bring to the organization?
- How efficient and cost effective is their supply chain or service delivery?
- What are the most effective elements of their social media campaign and why?

Sample Questions:

- What are some gaps or needs in the organization's service delivery model?
- What failures or improvement areas are known about this organization?
- Does the organization lack a social-responsibility platform or department?
- Does the organization lack engagement with their base supporters or potential clients?
- Are there any negative public perceptions of this company? E.g., Exploitation of communities, misuse of resources?

Opportunities

Threats

Sample Questions:

- Does this organization have the potential to expand their services elsewhere?
- Are there any client groups that could need their services that are not currently prioritized?
- Could the organization's supply chain or service delivery model be streamlined?
- What strategies or actions are other industry competitors taking to offer better services?
- How could their social media campaign be strengthened?

Sample Questions:

- What do other competitive organizations offer that is different?
- Are there any trends in this organization's industry that may threaten the current service-delivery model?
- Are prices or wages expected to increase for resources and staffing for this industry?
- Are there new technologies and/or techniques being developed that will negatively influence the demand for this organization's services?

Additional Resources:

• York's Online library offers helpful guides for conducting company and industry SWOT analyses.

• The Community Tool Box from the University of Kansas offers a variety of useful resources including a section dedicated to conducting a SWOT analysis.

