Hints and tools for SWOT Analysis

SWOT is an abbreviation for **Strengths, Weaknesses, Opportunities and Threats.** SWOT analysis is an important tool for analyzing the overall position of the Work Based Learning (WBL) and its environment. It is recommended to make SWOT analysis if there have been decided to improve planning of the WBL. The results of SWOT analysis will help in focusing the process and finding critical points of the implementation of transfer of Good WBL Practices.

The Key Distinction - Internal and External Issues

Strengths and weaknesses are Internal factors. For example, a Strength could be your organization's good cooperation with the working life. A weakness could be the lack of sufficient resources for planning of work based learning in the organization.

Opportunities and threats are external factors. For example, an opportunity could be a developing distribution channel such as the Internet that potentially increase demand for a organization's reputation. A threat could be another VET Provider which can offer better education and WBL contacts and practices.

It is worth pointing out that SWOT analysis can be very subjective - two people rarely come-up with the same version of a SWOT analysis even when given the same information about the same organizaton and its environment. Accordingly, SWOT analysis is best used as a guide and not a prescription. Adding and weighting criteria to each factor increases the validity of the analysis.

Areas to Consider

Some of the key areas to consider when identifying and evaluating Strengths, Weaknesses, Opportunities and Threats are listed in the example SWOT analysis below:

	STRENGTHS List the positive characteristics of library	WEAKNESSES List the negative characteristics of library
INTERNAL	➢ Versatile and active contacts with the working life ➢ Good reputation as an innovative organization ➢ High qualified staff ➢ Motivated students ➢ Modern working environment ➢ Responsible management ➢ etc.	➢ Poor contacts with working life and stakeholders ➢ Lack of qualified staff ➢ Weak management ➢ Poor resources of all kind s ➢ etc.
	OPPORTUNITIES List of opportunities for library programming and service	**THREAHTS** List of threats to library operation
EXTERNAL	➢ Looking after new contacts of working life and stakeholders ➢ Creating innovative working climate ➢ Changing planning methods ➢ Technological advances ➢ New distribution channels ➢ etc.	➢ Loosing contacts with working life and stakeholders ➢ anguished working climate ➢ old planning methods ➢ Technological advances ➢ Distribution channels ➢ etc.

http://www.quickmba.com/strategy/swot/

http://www.businessballs.com/swotanalysisfreetemplate.htm

http://www.mindtools.com/pages/article/worksheets/SWOTAnalysisWorksheet.pdf

http://www.uta.fi/opiskelu/opetuksen_tuki/bolognan_prosessi/SWOT_Leuven.pdf