

SCOT/SWOT Analysis - Organization

Strengths / Challenges (Weaknesses) / Opportunities / Threats

A SCOT Analysis will make your operations and programming more effective. It will assist you with the information you need to plan your next steps and/or develop a Leadership Sustainability Plan as well as a Strategic Plan. This analysis is best done in groups involving your key board, staff, and volunteers. This analysis involves a lot of brainstorming – so write down everything. Resist the urge to edit or problem solve.

Internal		External	
Strengths	Challenges (Weaknesses)	Opportunities	Threats
<p>What's strong about your agency, for example: Age of organization, Tenure of staff, Ease of purchase/donation, Financial stability, Location, Reputation</p>	<p>What presents challenges, such as: Cash flow, Short-staffed, Space limitations, Board inefficiency Note: Strengths can also be weaknesses— a long-tenured staff may have a lot of experience, but they may be too set in their ways, or have stale ideas.</p>	<p>Opportunities are the thing your organization has no control over, but could potentially take advantage of. For example: Grants, partnerships, change in demographics, etc. Try to think outside of the box on these. Your ability to see opportunities coming could be significant.</p>	<p>What external threats exist that could harm your nonprofit? Some examples: the economic downturn, Elimination of funding, policy changes in SNAP, Rising vendor costs, Lack of donations, etc.</p>