

SWOT Analysis Worksheet

The SWOT worksheet is helpful for identifying strategic issues: the major issues facing our organization, major opportunities, heading off threats, etc. These issues form the core of the final strategic plan.

Strengths: attributes of the nonprofit organization that are helpful to achieving the mission.

Weaknesses: attributes of the nonprofit organization that are harmful to achieving the mission.

Opportunities: external conditions that are helpful to achieving the mission.

Threats: external conditions that could do damage to the mission.

Are there ways to exploit our strengths and opportunities?

Are there ways to reduce our weaknesses and threats?

Can any of the threats be turned into opportunities?

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Strengths:

What do we do well?

What unique resources can we draw on?

What do others see as our strengths?

Weaknesses:

What could we improve?

Where do we have fewer resources than others?

What are others likely to see as weaknesses?

Opportunities:

What good opportunities are open to us?

What trends could we take advantage of?

How can we turn our strengths into opportunities?

Threats:

What trends could harm us?

What is our competition doing?

What threats do our weaknesses expose us to?