



Comprehensive Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis Step-by-Step Instructions

A **SWOT analysis** helps an organization evaluate its current position and make better strategic decisions by identifying:

- **Strengths and weaknesses** (internal factors)
- **Opportunities and threats** (external factors)

Its purpose is to provide a clear understanding of where the organization stands and guide planning, resource allocation, and informed decision-making.

Step-by-Step Instructions:

- Step 1: Define the objective of the SWOT Analysis (e.g., project, program, strategy).
- Step 2: Identify Strengths – Internal capabilities that give advantage.
- Step 3: Identify Weaknesses – Internal limitations that hinder success.
- Step 4: Identify Opportunities – External trends or factors that could be leveraged.
- Step 5: Identify Threats – External risks or challenges that could impact success.
- Step 6: Summarize findings in a SWOT Matrix.
- Step 7: Use the analysis to inform strategy, planning, and decision-making.

SWOT Matrix Template

	Helpful	Harmful
Internal	Strengths	Weaknesses
External	Opportunities	Threats

Fillable SWOT Matrix

	Helpful	Harmful
Internal	Strengths: [Enter strengths here]	Weaknesses: [Enter weaknesses here]
External	Opportunities: [Enter opportunities here]	Threats: [Enter threats here]



Guiding Questions for SWOT Analysis

Strengths

- What advantages does the organization/program have?
- What resources or capabilities are unique?
- What do stakeholders recognize as our strengths?
- What processes or systems work particularly well?

Weaknesses

- What areas need improvement?
- Where are resources lacking?
- What do stakeholders see as our weaknesses?
- What factors reduce efficiency or effectiveness?

Opportunities

- What external trends can we take advantage of?
- Are there emerging technologies or markets we can leverage?
- What partnerships or collaborations could benefit us?
- What policy, funding, or industry changes favor us?

Threats

- What external risks could negatively impact us?
- Are there competitors or alternatives that could replace us?
- What regulatory, economic, or political changes pose risks?
- What obstacles could block success?



SWOT Analysis - One Page Summary

This template is designed to capture key takeaways from the SWOT analysis on a single page for quick reference and decision-making.

	Positive	Negative
Internal	Strengths - Key Takeaways: [Summarize top 3 strengths] Actions: [Leverage these strengths strategically]	Weaknesses - Key Takeaways: [Summarize top 3 weaknesses] Actions: [Plan to address or mitigate]
External	Opportunities - Key Takeaways: [Summarize top 3 opportunities] Actions: [Plan to pursue and capitalize]	Threats - Key Takeaways: [Summarize top 3 threats] Actions: [Plan risk mitigation strategies]

Strategic Recommendations

Based on the SWOT analysis, summarize the top strategic recommendations here. Focus on leveraging strengths, addressing weaknesses, pursuing opportunities, and mitigating threats.