**SWOT Analysis Template** State what you are assessing here: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

(Many criteria can apply to more than one quadrant. Identify criteria appropriate to your own SWOT situation)

|  |  |  |  |
| --- | --- | --- | --- |
| **criteria examples** Advantages;Capabilities;Competitive advantages;USP's (unique selling points);Resources, Assets, People;Experience, knowledge, dataFinancial support; Marketing - reach, distribution, awareness;Innovative aspects;Location and geographical;Accreditations, qualifications, certifications;Processes, systems, IT, communications;Cultural, attitudinal, behavioural;Management cover, succession;Philosophy and values. | **strengths** | **weaknesses** | **criteria examples** Disadvantages; Gaps in capabilities; Competitive strength; Presence and reach; Financials; Own known vulnerabilities;Timescales, deadlines and pressures; Effects on core activities, distraction; Reliability of data, plan predictability;Morale, commitment, leadership; Accreditations, etc;Processes and systems, etc; Management cover, succession; |
| **criteria examples** Market developments;Industry or lifestyle trends;Technology development and innovation; Geographical;New USP's;Tactics: eg, training, new models of care;Information and research; Partnerships, agencies, distribution; Volumes, production, economies;Seasonal, weather influences; | **opportunities** | **threats** | **criteria examples** Political; Legislative; Environmental; IT developments; New technologies, services, ideas; Vital contracts and partners; Sustaining internal capabilities; Obstacles faced;Insurmountable weaknesses; Loss of key staff;Sustainable financial backing;Economy - home, abroad; Seasonality; Population changes; |