**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)

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| **criteria examples**  Advantages;  Capabilities;  Competitive advantages;  USP's (unique selling points);  Resources, Assets, People;  Experience, knowledge, data  Financial 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; |