

# SWOT Analysis Tool

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## What is SWOT Analysis?

SWOT Analysis is a combination of Gap Analysis and Contingency Planning. In Gap Analysis, you consider the Strengths and Weaknesses that pertain to an issue. In Contingency Planning, you consider Opportunities and Threats that pertain to an issue.

### Strengths

- What are our strengths?
- What can we do to take advantage of our strengths?

### Weaknesses

- What are our weaknesses ?
- What must we do to overcome our weaknesses?

### Opportunities

What are the major opportunities:

- Currently available to our organization?
- Possibly available to us in the future?

What contingencies have we identified to take advantage of possible opportunities?

### Threats

What are the major threats:

- Facing our organization now?
- That may face our organization in the future?

What contingencies have we identified to overcome possible threats?

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## Strengths and Weaknesses: Gap Analysis

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<i>Component</i>	<i>Strength</i>	<i>Ways to Leverage Strength</i>	<i>Weakness</i>	<i>Ways to Overcome Weakness</i>
People				
Management Processes				
Information Systems				
Facilities, Equipment				
Financial				

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## Opportunities and Threats: Contingency Planning

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<i>Opportunity</i>	<i>Impact H - M - L</i>	<i>Likelihood H - M - L</i>	<i>Way to take advantage of opportunity</i>

<i>Threat</i>	<i>Impact H - M - L</i>	<i>Likelihood H - M - L</i>	<i>Way to avoid or minimize risk of threat</i>