



SWOT Analysis

What is a SWOT analysis?

A **SWOT analysis** is a useful method that can help you to identify the **strengths, weaknesses, opportunities and threats** relating to your shared purpose or an aspect of care that you want to improve. These can then be used to inform the action planning process.

- Strengths: Those factors that are likely to have a positive effect on, or help you to achieve your shared purpose
- Weaknesses: Those factors that are likely to have a negative effect on, or be a barrier to achieving the shared purpose
- Opportunities: Those external factors that have not previously been considered, that are likely to have a positive effect on, or help you to achieve your shared purpose
- Threats: Those external factors that are likely to have a negative effect on, or be a barrier to achieving the shared purpose, or make the shared purpose unnecessary or unachievable

How do I use a SWOT analysis?

A SWOT analysis is most effective if it is done in collaboration with the people who have created the shared purpose. Ideally the method should be used in a group setting, but if this is not possible, you could invite people to contribute individually and then use a communal space (e.g. staff notice board) to share responses and agree actions.

Method 1: Working with people together in a group:

1. Ensure that everyone is clear about the focus of the SWOT analysis – this could be the shared purpose or an objective/goal that the group are working towards
2. First, working individually, ask people to consider all four areas - SWOTs (see template below) in relation to the shared purpose, objective/goal. This can be done by writing on individual copies of the template, or using sticky notes (one idea per sticky note)
3. Then ask people to share their ideas and collate all the responses on a flip chart
4. Invite people to sort and identify common themes
5. Ask group to prioritise the themes that require actions
6. Ask group to write SMART actions (see Action Planning section)

Method 2: Working with people individually:

1. Ensure that everyone is clear about the focus of the SWOT analysis – this could be the shared purpose or an objective/goal that the group are working towards
2. Ask the person to consider all four areas - SWOTs (see template below) in relation to the shared purpose, objective/goal and to share their ideas by writing on an individual copy of the template
3. Collect and collate all the individual responses on a flip chart
4. Sort and identify common themes
5. Share the collated and themed responses with participants asking them to consider and provide feedback on the:

- a. Accuracy of theming
 - b. Priorities for action – you could ask people to select their top 3 priorities using coloured stickers
6. Once priorities have been identified, share and invite people to contribute their ideas for SMART actions

Tips for using a SWOT analysis:

- *Ask people to write clear, unambiguous statements e.g. 'We communicate well within the multi-disciplinary team' rather than 'Good communication'*
- *Prioritise 3 or 4 actions so that the team can focus on the most significant factors. It can be helpful to identify those that will be quicker to achieve and those that might take longer and choose a selection of both*

Strengths	Weaknesses
<p>What do we do well?</p> <p>What are our strengths?</p> <p>What do others see as our strengths?</p> <p>What resources do we have that we can use?</p>	<p>What do we need to improve?</p> <p>What areas are less strong?</p> <p>What would others see as our weaknesses?</p> <p>What other resources do we need?</p>
Opportunities	Threats
<p>What opportunities are open to you?</p> <p>How can we turn our strengths into opportunities?</p> <p>How can we eliminate our weaknesses?</p> <p>What other resources can we access?</p> <p>Who else can help us?</p> <p>What can we learn from others?</p>	<p>What challenges/barriers are there?</p> <p>How could our weaknesses become threats?</p> <p>Who could hinder us?</p> <p>What could make the shared purpose unnecessary or unachievable?</p>