

Sayers Solutions' Summer School

SWOT analysis

A **SWOT** is the study of the internal environment of your organisation and concentrates on looking at your organisation from opposing directions.

To complete a SWOOT allows you to identify the strengths, weaknesses, opportunities, and threats of your organisation.

The first step is to brainstorm your thoughts under these headings.

However, it is what you do with this information going forward that will be transformational. By periodically and constantly repeating this exercise, considering the further identified information from your situational analysis, you can create a compass for your organisation, allowing you to check the direction you are going towards your goals.

What are your internal influences?

| | |
|---------------|------------|
| Strengths | Weaknesses |
| Opportunities | Threats |