

Activity: SWOT Analysis Using the Three Building Blocks

Purpose:

- SWOT is an acronym for Strengths, Weaknesses, Opportunities and Threats.
- The SWOT can help your organization, business, or community group:
 - Assess its current situation and potential areas of improvement
 - Identify potential areas of expansion or collaboration
 - Make more informed decision-making
 - Develop informed business or community strategic planning
 - Evaluate and assess other groups, organizations, or communities
 - Enhance market or promotion initiatives
 - Review a strategy, initiative, or direction of a community, organization or business

Directions:

- First complete your community conversations using the Building Block Dialogue Starter Activity
- Print the SWOT template(s) provided
- Identify the Strengths, Weaknesses, Opportunities, and Threats for each of the three building blocks: An Informed Society, An Enabling and Supportive Environment, and Personal, Social and System Connectedness

For an example of how a community used a SWOT analysis for building an age friendly community, see the Dryden Community.

This activity was adapted from: © Alan Chapman 2005-08. Free PDF version of this tool and information about SWOT analysis methods are available at www.businessballs.com/swotanalysisfreetemplate.htm.

SWOT Analysis: An Informed Society

Consider your....

- Capabilities
- Unique selling points
- Resources, assets, and people
- Experience and knowledge
- Awareness of needs
- Marketing and communication skills
- Location
- Culture ,attitudes, behaviours
- Philosophy, values, principles
- Qualifications, certifications

STRENGTHS

WEAKNESSESS

Consider your....

- capabilities
- competitive strength
- Reputation, presence and reach
- Finances
- Vulnerabilities
- Time pressure and deadlines
- Distractions
- Knowledge and awareness
- Morale, commitment, leadership
- Accreditations
- Processes and systems

Consider....

- Industry or lifestyle trends
- Technology development and innovation
- Global influences
- New partners
- target markets
- geographical
- public and private development
- information and research
- seasonal, weather influences

OPPORTUNITIES

THREATS

Consider....

- Public effects
- Legislative effects
- Environmental effects
- Market demand
- New technologies, services, ideas
- Contracts and partners
- Sustaining capabilities
- Obstacles faced
- weaknesses
- Loss of key staff
- Sustainable financial baking
- Economy
- Weather effects

SWOT Analysis: An Enabling and Supportive Environment

<p>Consider your....</p> <ul style="list-style-type: none">- Capabilities- Unique selling points- Resources, assets, and people- Experience and knowledge- Awareness of needs- Marketing and communication skills- Innovative aspects- Location- Culture ,attitudes, behaviours- Philosophy, values, principles	<p>STRENGTHS</p>	<p>WEAKNESSES</p>	<p>Consider your....</p> <ul style="list-style-type: none">- capabilities- competitive strength- Reputation, presence and reach- Finances- Vulnerabilities- Time pressure and deadlines- Distractions- Knowledge and awareness- Morale, commitment, leadership- Accreditations- Processes and systems
<p>Consider....</p> <ul style="list-style-type: none">- Industry or lifestyle trends- Technology development and innovation- Global influences- New partners- target markets- geographical- public and private development- information and research- seasonal, weather influences	<p>OPPORTUNITIES</p>	<p>THREATS</p>	<p>Consider....</p> <ul style="list-style-type: none">- Public effects- Legislative effects- Environmental effects- Market demand- New technologies, services, ideas- Contracts and partners- Sustaining capabilities- Obstacles faced- weaknesses- Loss of key staff- Sustainable financial baking- Economy- Weather effects

SWOT Analysis: Personal, Social, and System Connectedness

<p>Consider your....</p> <ul style="list-style-type: none"> - Capabilities - Unique selling points - Resources, assets, and people - Experience and knowledge - Awareness of needs - Marketing and communication skills - Innovative aspects - Location - Culture ,attitudes, behaviours - Philosophy, values, principles 	<h2 style="margin: 0;">STRENGTHS</h2>	<h2 style="margin: 0;">WEAKNESSES</h2>	<p>Consider your....</p> <ul style="list-style-type: none"> - capabilities - competitive strength - Reputation, presence and reach - Finances - Vulnerabilities - Time pressure and deadlines - Distractions - Knowledge and awareness - Morale, commitment, leadership - Accreditations - Processes and systems
<p>Consider....</p> <ul style="list-style-type: none"> - Industry or lifestyle trends - Technology development and innovation - Global influences - New partners - target markets - geographical - public and private development - information and research - seasonal, weather influences 	<h2 style="margin: 0;">OPPORTUNITIES</h2>	<h2 style="margin: 0;">THREATS</h2>	<p>Consider....</p> <ul style="list-style-type: none"> - Public effects - Legislative effects - Environmental effects - Market demand - New technologies, services, ideas - Contracts and partners - Sustaining capabilities - Obstacles faced - weaknesses - Loss of key staff - Sustainable financial baking - Economy - Weather effects