SWOT ANALYSIS

PURPOSE

SWOT Analysis is an exercise you and your collaborative members can do to assess your CHC's current state.

SWOT stands for:

Strengths: Resources or capacity your collaborative has to help reach your goals

Weaknesses: The limitations or barriers in your collaborative that might slow the progress towards your goals

Opportunities: Any favorable situation or environment that could help you reach your goals

Threats: Any obstacles that you may encounter along the way that could hinder your goal

METHOD

A SWOT analysis is a great way to organize your collaborative's top strengths, weaknesses, opportunities, and threats in an organized list. This activity helps to define the strategy for your CHC. Using this template, gather your leadership team together for a "kick off" meeting to brainstorm together.

During the meeting set some time aside in the beginning to allow each person to brainstorm individually for each section and then come together to rank and prioritize the ideas.

NEXT STEPS

Once you have completed your SWOT analysis. Take a look at what your strengths are and how they can combat any threats you have listed. From there create a list of clear actions you can take as a CHC. Do the same thing with any opportunities you have identified. Determine how they can combat any of the weaknesses listed and create action steps from there.

SWOT Analysis

Strengths

- What are your advantages?
- What do you do well?
- What do people see as our strengths?
- What assets do you have in your CHC, such as knowledge, education, network, etc.?

Weaknesses

- What can you improve?
- What don't you do well?
- What are tangible assets that your CHC needs, such as money or equipment?
- Are there gaps on your team?

Opportunities

- What in the community can help you succeed?
- Is there a new need in the space that you can fill?
- Are there upcoming events your CHC can take advantage of?

Threats

- What obstacles will you encounter?
- What competitors will you face?
- Who are your naysayers?

SWOT Analysis Template

Strengths

Weaknesses

Opportunities

Threats