

SWOT Analysis

Purposes

A SWOT analysis is a great way to identify the strengths, weaknesses, opportunities and threats within your organization, EMSC program, or special workgroup/taskforce. Additionally, a periodic SWOT analysis may be useful to the continued development of project goals and objectives throughout the project. This process can then assist in the development of a time-specific plan to better achieve those goals and objectives.

General Information about the SWOT Analysis

A SWOT analysis is an excellent tool in organizing information and presenting solutions, identifying roadblocks, and emphasizing opportunities for programs. A SWOT analysis can be useful in any of the following moments:

- Exploring avenues for new initiatives
- Making decisions about execution strategies for a new policy
- Identifying possible areas for change in a program
- Refining and redirecting efforts mid-plan

Here's a way to visualize the SWOT tool:

Strengths and Weaknesses	The internal environment: the situation inside the company or organization	For example, factors relating to products, pricing, costs, profitability, performance, quality, people, skills, adaptability, brands, services, reputation, processes, infrastructure, etc.	These factors tend to be in the present
Opportunities and Threats	The external environment: the situation outside the company or organization	For example, factors relating to markets, sectors, audience, fashion, seasonality, trends, competition, economics, politics, society, culture, technology, environmental, media, law, etc.	These factors tend to be in the future

SWOT Analysis

What are the strengths, weaknesses, opportunities and threats associated with your program in the next two years?

INTERNAL CHARACTERISTICS

Self-assessment of organizational capacity, e.g., personnel, accomplishments, internal resources

Strengths

What are your advantages? What do you do well? What relevant, internal resources do you have? What do other people see as your strengths?

- 1.
- 2.
- 3.

Weaknesses

What do you do poorly? What could you improve? What should you avoid?

- 1.
- 2.
- 3.

EXTERNAL CHARACTERISTICS

Assessment of the political, social, economic and technological climate within which the program must operate

Opportunities

What are the good opportunities facing you? What are the interesting and important trends you are aware of? What are others in your field doing?

- 1.
- 2.
- 3.

Threats

What political, financial, technological or other external obstacles do you face? Are the requirements for your products/services changing? Will you face challenges in demonstrating program success?

- 1.
- 2.
- 3.

