

Section 2.3 Activities

Activity 2.3.5 Conduct a SWOT Analysis

Conduct a SWOT analysis to identify the strengths, weaknesses, opportunities, and threats which may impact your organisation.

Use your SWOT analysis to identify:

- The positive, unique qualities and successful experiences your organisation and its personnel possess. This information may be used to inform the [Demonstrating Your Organisation's Strengths \(p214\)](#) section of your application
- The areas which may be lacking in your organisation with a view to either remedying these deficiencies through external opportunities (e.g., funding/ collaboration) or internal restructuring
- The external changes which may impact your organisation's mission, vision, and strategy and influence the ideas you cultivate in [Developing a Proposal \(p131\)](#).

Internal

Strengths

What are your strengths?

What do you do better than others?

What unique capabilities and resources do you possess?

What do others perceive as your strengths?

Are you planning to do something that will bring significant change?

Weaknesses

What are your weaknesses?

What do your competitors do better than you?

What can you improve given the current situation?

What do others perceive as your weaknesses?

External

Opportunities

What trends or opportunities may positively impact you?

What opportunities are available to you?

Threats

What trends or conditions may negatively impact you?

What are your competitors doing that may impact you?

Do you have solid financial support?

What impact do your weaknesses have on the threats to you?

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