**SWOT Analysis Tool**

A SWOT analysis will help you identify internal and external factors in the environment that can help with the development of your program’s goals and objectives. Complete the SWOT analysis as needed. Then use your results to help develop your SMART Objectives.

**Evaluate: SWOT Analysis Tool**

State the idea/issue you are assessing: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Identify **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats (SWOT) for your program. The presence of weaknesses and threats are gaps to be addressed in planning, while the absence of strengths or opportunities clarifies the need for further planning or development before action is taken.

**Internal**

**Potential criteria:**

* Collective capabilities
* Morale, commitment, leadership
* Governance, participation norms, and defined roles
* Resources, funding, assets, people
* Experience, knowledge, data
* Collaboration tools
* Accreditations, certification, requirements, mandates
* Processes, systems, IT, and communications
* Cultural, attitudinal, behavioural norms

**Factors to Maintain**

**Factors to Address**

**Weaknesses**

In what ways is your program lacking?

**Strengths**

What does your program do well?

**Threats**

What external factors hinder your program activities?

**Opportunities**

What external factors help facilitate your program activities?

## External

**Potential criteria:**

* Political, legislative, and financial environment
* Stakeholder involvement
* Technology development and innovation
* Quality of partnerships
* Development of knowledge
* Uptake in disseminated knowledge or best practices
* Trends in public health that may affect the programs work

Adapted from Alan Chapman 1995-2006. 2/2 PHIN CoPs Resource Kit