



Creative Waikato  
Toi Waikato

# SWOT – STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS

A SWOT analysis helps to further understand your situation and how to make the best of it.

A SWOT can be used to:

- Explore new solutions to problems
- Identify barriers that could limit your goals
- Choose the best direction
- Show possibilities and limits
- Present to leaders or key supporters.

A SWOT groups together information into four main sections to give a snapshot of the current situation, showing positives and potential negative points so you can prepare for those or find solutions.

The way you respond to each part of the SWOT leads to your planning

### STRENGTHS:

You want to use these wherever you can. Play to your strengths.

### WEAKNESSES:

Be aware of these. Take action so that they don't affect you too much.

### OPPORTUNITIES:

Take the opportunities and make the most of them.

### THREATS:

Identify threats and plan for them.

### Internal factors

- **Strengths:** What are my/our strengths? e.g., We're a team that works well together
- **Weaknesses:** What are my/our weaknesses? e.g., I need to up-skill on marketing

### External factors

- **Opportunities:** What are the potential opportunities? e.g., potential sponsor
- **Threats:** What are the potential threats to achieving success? e.g., local government change

### Exercise

Fill out a SWOT analysis on the following page:

1. In the S quarter, write down all of the strengths that you have, or your group/project has. The scope of this depends on what you are working on
2. In the W quarter, write down all the weaknesses

3. In the O quarter, write down all the opportunities
4. In the T quarter, write down all the threats.

If you have a committee, or group, usually you would do this together. You could keep working on this with them after this workshop.

You may need more space than this.

S

W

O

T