

WORKSHEET – ASSESSMENT (SWOT) – RECOMMENDED PREWORK FOR SESSION 1

A SWOT (Internal strengths and weaknesses; external opportunities and threats) analysis is the classic framework for assessing an organization and its situation at a given point in time.

Instructions:

1. Engage internal stakeholders, asking them to assess the organization's overall strengths and weaknesses, and to highlight the most important ones. Ask them to assess the opportunities and threats in the environment, and to highlight the most important ones.
2. Engage external stakeholders, time permitting.
3. Gather insights from other sources: performance data compared with peer and industry benchmarks; third party assessments; environmental scans of best practices and trends, etc.
4. Summarize your assessment in one or two pages, in bullet point form.
5. Share with planning team members in advance of Session 1.

Strengths

Weaknesses

Opportunities

Threats