

SWOT Analysis Exercise

This exercise is designed to help your team assess your relative position when it comes to communications. It is best undertaken by a cross-functional team of people who can provide a range of perspectives – similar to the development of your communications plan.

What is a SWOT analysis?

A SWOT analysis refers to **strengths**, **weaknesses**, **opportunities**, and **threats**.

Strengths = A resource or capacity that your coalition has to help reach your goal

Weaknesses = A limitation or issue in your coalition that may hinder success

Opportunities = A favorable situation or environment that increases the relevance or effectiveness of your effort

Threats = A danger or menace to your effort or the environment

<p><u>Strengths</u></p> <ul style="list-style-type: none"> • What are our advantages? • What do we do well? • What do other people see as our strength? 	<p><u>Opportunities</u></p> <ul style="list-style-type: none"> • What in the environment can help us succeed? • Is there a new need in the space that we can fill?
<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> • What can we improve? • What don't we do well? • What should we avoid? 	<p><u>Threats</u></p> <ul style="list-style-type: none"> • What obstacles will we encounter? • What competitors will we face? • Who are our naysayers?

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<p style="text-align: center;"><u>Strengths</u></p>	<p style="text-align: center;"><u>Opportunities</u></p>
<p style="text-align: center;"><u>Weaknesses</u></p>	<p style="text-align: center;"><u>Threats</u></p>