

MANAGER'S TOOLKIT

SWOT ANALYSIS

What Is It?

SWOT Analysis is a simple but powerful framework for analyzing a department's **S**trengths and **W**eaknesses, and the **O**pportunities and **T**hreats you face. This helps faculty and staff to focus on strengths, minimize threats, and take the greatest possible advantage of opportunities available to the department.

Why use it?

To develop departmental plans that take into consideration many different internal and external factors, and to maximize the potential of the strengths and opportunities while minimizing the impact of the weaknesses and threats.

When to use it?

While developing a strategic plan or planning a solution to a problem, after you have analyzed the external environment (for example, the culture, economy, health, sources of funding, demographics, etc.).

SWOT Profile:

When the analysis has been completed, a SWOT profile can be generated and used as the basis for goal setting, strategy formulation, and implementation.

How to use it:

Internal Analysis: Examine the capabilities of the department. This can be done by analyzing the department's **strengths** and **weaknesses**.

External Analysis: Look at the main points in the environmental analysis, and identify those points that pose **opportunities** for the department, and those that pose **threats** or obstacles to performance.

SWOT PROFILE:	POSITIVE	NEGATIVE
INTERNAL ANALYSIS	Strengths	Weaknesses
EXTERNAL ANALYSIS	Opportunities	Threats