



Conducting an Effective SWOT Analysis

SWOT is a tool to help you identify the internal strengths and weaknesses of you, your unit, and/or your agency. Building on your strengths and a desire to improve your weaknesses, you and your team can identify external opportunities and threats, which can be used later in the process to develop goals, objectives, and/or strategies. This can also help distinguish what is helpful and/or harmful to you and/or your unit.

When you conduct a SWOT analysis with your team, it can help you assess the condition of your team, give it some direction, and/or set goals for a given period. SWOT can also help you and your team create a shared vision, which increases engagement, productivity, and retention.

Tips to maximize the effectiveness of SWOT:

1. **Don't rush through it.** Make the time to answer each question thoroughly.
2. **Involve your whole team.** This will give you different perspectives and insights from your own. It also you value their input, which can increase buy-in and ownership.
3. **Set expectations for the activity.** Explain why you are conducting the SWOT and how this fits into your vision for your team.
4. **Encourage participation.** If your team seems hesitant to talk, use brainstorming and asking open-ended questions to help solicit responses. Emphasize the importance of each employee's contributions.
5. **Write everything down, even if it doesn't seem important.** You want everyone to feel included and valued. Also, something that seems unimportant today could become increasingly important as the discussion continues.



SWOT ANALYSIS – SUBJECT: _____

	HELPFUL	HARMFUL
INTERNAL	STRENGTHS	WEAKNESSES
EXTERNAL	OPPORTUNITIES	THREATS