

SWOT Analysis

WORKSHEET

A four-quadrant appraisal of an organisation's internal strengths and weaknesses set against the external opportunities and threats it faces, used to surface the strategic fit between what a business can do and what its environment will reward.

PREPARED BY _____ DATE _____

STRENGTHS

Internal characteristics that give the organisation an advantage in pursuing its objective, judged relative to competitors rather than in the abstract.

WEAKNESSES

Internal characteristics that put the organisation at a disadvantage, including gaps in capability, capacity, cost position or reputation that a competitor could exploit.

OPPORTUNITIES

External conditions, trends or events the organisation could exploit to its advantage. They exist in the environment whether or not the organisation acts on them.

THREATS

External conditions or trends that could damage the organisation's position, from new entrants and substitutes to regulatory, economic or supply-side shifts.

SWOT Analysis, 1965 · Originator: Contested; commonly attributed to Albert S. Humphrey and the long-range planning team at Stanford Research Institute, with strong parallel roots in the Harvard Business School business-policy tradition of Learned, Christensen, Andrews and Guth.

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