

Activity: SWOT Analysis Using the Three Building Blocks

Purpose:

- SWOT is an acronym for Strengths, Weaknesses, Opportunities and Threats.
- The SWOT can help your organization, business, or community group:
 - Assess its current situation and potential areas of improvement
 - Identify potential areas of expansion or collaboration
 - Make more informed decision-making
 - Develop informed business or community strategic planning
 - Evaluate and assess other groups, organizations, or communities
 - Enhance market or promotion initiatives
 - Review a strategy, initiative, or direction of a community, organization or business

Directions:

- First complete your community conversations using the Building Block Dialogue Starter Activity
- Print the SWOT template(s) provided
- Identify the Strengths, Weaknesses, Opportunities, and Threats for each of the three building blocks: An Informed Society, An Enabling and Supportive Environment, and Personal, Social and System Connectedness

For an example of how a community used a SWOT analysis for building an age friendly community, see the Dryden Community.

This activity was adapted from: © Alan Chapman 2005-08. Free PDF version of this tool and information about SWOT analysis methods are available at www.businessballs.com/swotanalysisfreetemplate.htm.

SWOT Analysis: An Informed Society

<p>Consider your....</p> <ul style="list-style-type: none"> - Capabilities - Unique selling points - Resources, assets, and people - Experience and knowledge - Awareness of needs - Marketing and communication skills - Location - Culture ,attitudes, behaviours - Philosophy, values, principles - Qualifications, certifications 	<h2 style="margin: 0;">STRENGTHS</h2>	<h2 style="margin: 0;">WEAKNESSESS</h2>	<p>Consider your....</p> <ul style="list-style-type: none"> - capabilities - competitive strength - Reputation, presence and reach - Finances - Vulnerabilities - Time pressure and deadlines - Distractions - Knowledge and awareness - Morale, commitment, leadership - Accreditations - Processes and systems
<p>Consider....</p> <ul style="list-style-type: none"> - Industry or lifestyle trends - Technology development and innovation - Global influences - New partners - target markets - geographical - public and private development - information and research - seasonal, weather influences 	<h2 style="margin: 0;">OPPORTUNITIES</h2>	<h2 style="margin: 0;">THREATS</h2>	<p>Consider....</p> <ul style="list-style-type: none"> - Public effects - Legislative effects - Environmental effects - Market demand - New technologies, services, ideas - Contracts and partners - Sustaining capabilities - Obstacles faced - weaknesses - Loss of key staff - Sustainable financial baking - Economy - Weather effects

SWOT Analysis: An Enabling and Supportive Environment

<p>Consider your....</p> <ul style="list-style-type: none">- Capabilities- Unique selling points- Resources, assets, and people- Experience and knowledge- Awareness of needs- Marketing and communication skills- Innovative aspects- Location- Culture ,attitudes, behaviours- Philosophy, values, principles	<h2>STRENGTHS</h2>	<h2>WEAKNESSES</h2>	<p>Consider your....</p> <ul style="list-style-type: none">- capabilities- competitive strength- Reputation, presence and reach- Finances- Vulnerabilities- Time pressure and deadlines- Distractions- Knowledge and awareness- Morale, commitment, leadership- Accreditations- Processes and systems
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SWOT Analysis: Personal, Social, and System Connectedness

<p>Consider your....</p> <ul style="list-style-type: none"> - Capabilities - Unique selling points - Resources, assets, and people - Experience and knowledge - Awareness of needs - Marketing and communication skills - Innovative aspects - Location - Culture ,attitudes, behaviours - Philosophy, values, principles 	<h2 style="margin: 0;">STRENGTHS</h2>	<h2 style="margin: 0;">WEAKNESSES</h2>	<p>Consider your....</p> <ul style="list-style-type: none"> - capabilities - competitive strength - Reputation, presence and reach - Finances - Vulnerabilities - Time pressure and deadlines - Distractions - Knowledge and awareness - Morale, commitment, leadership - Accreditations - Processes and systems
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