



# SWOT Analysis to support project monitoring

## **What is SWOT?**

SWOT stands for Strengths, Weaknesses, Opportunities and Threats.

A SWOT analysis is used to assess capability in terms of strengths and weaknesses and how these will help an organisation to achieve results and react to opportunities and threats.

Using SWOT will help to identify possible trends which could have a negative or a positive impact on a partnership.

## **How is SWOT used?**

A SWOT analysis can be used at any time. It is helpful at the beginning of partnership activity, in order to ascertain "*where are we now?*".

By identifying your organisational or partnership-related strengths and weaknesses, you can ensure that you have action plans in place to capitalise on or tackle these to ensure you:

- ◆ Meet partnership outcomes
- ◆ Achieve a high level of quality
- ◆ Enable partnership sustainability

Furthermore, by identifying Threats and Opportunities, you can predict where possible action needs to be taken to support or protect your partnership activities, or where you can enhance your partnership.

A SWOT can also be used throughout the partnership. As well as identifying the Strengths, Weaknesses, Threats and Opportunities surrounding a partnership, the results of the SWOT should lead to certain implications, priorities or imperatives.

For example:

If a **Weakness** is identified such as lack of email facilities in a partner institution, what are the implications and imperatives? They could be as follows:

**Implications of lack of email facilities:**

*"This could negatively impact on our communication"*

*"We may not be able to successfully complete our project activities"*

**Imperative**

*"What will we do to address this problem?"*

*"What other methods of communication can be used?"*

Once the implications and imperatives are identified, the weakness can be prioritised. For example, other weaknesses may be found, which may be greater or lesser than the lack of email facilities in the partner school.

Therefore, it is important to decide how much of a priority the email issue is in terms of the project as a whole.

In order to carry out the SWOT, you should complete the following grid, thinking about all the relevant project areas:

<b>Strengths</b>	<i>Implication</i>	<i>Imperative</i>	<i>Priority</i>
<b>Weaknesses</b>	<i>Implication</i>	<i>Imperative</i>	<i>Priority</i>
<b>Opportunities</b>	<i>Implication</i>	<i>Imperative</i>	<i>Priority</i>
<b>Threats</b>	<i>Implication</i>	<i>Imperative</i>	<i>Priority</i>

Once the SWOT has been carried out, you can then use a different table to assess your Strengths and Weaknesses against Opportunities and Threats:

	<b>Strengths</b>	<b>Weaknesses</b>
	<b>Possible Options</b>	
<b>Opportunities</b>	<i>What strengths do we have and how can we use them to take advantage of new or existing opportunities?</i>	<i>What strategies are needed to overcome weaknesses so that we can take advantage of opportunities?</i>
<b>Threats</b>	<i>What strengths can be used to minimise threats?</i>	<i>What strategies will minimise weaknesses and help us to cope with threats?</i>