

## TOOLS

# SWOT Analysis Tool Worksheet

SWOT analysis is an assessment tool that can be used in many circumstances—by local unions, in planning a campaign, choosing a project or prioritizing resources.

Use this worksheet to assess Strengths, Weaknesses, Opportunities, Threats (SWOT) both internally and externally. This worksheet has eight parts:

- I. Identify the objective
- II. Assess internal strengths
- III. Assess internal weaknesses
- IV. Identify external opportunities
- V. Identify external threats
- VI. Assess results
- VII. Identify strategic issues
- VIII. Consider strategic direction for next steps

### SWOT ANALYSIS



## PART I: OBJECTIVE

Before you begin, identify the question and objective you are considering. For example:

- winning an election or contract campaign at a specific employer;
- reaching 90% membership;
- Which campaign should we pursue?; and
- Which city should we focus on first?

What is the question or objective you want to analyze? Is there a decision you are trying to make?

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## PART II: INTERNAL STRENGTHS

Develop a complete list of strengths as identified through the assessment. Identify the eight to 10 strengths you consider the highest priority.

Strength	Description	Options for keeping or building on strength

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### Part III: Internal Weaknesses

Develop a complete list of weaknesses as identified through the assessment. Identify the eight to 10 weaknesses you consider the highest priority.

Weakness	Description	Options for minimizing or overcoming weakness

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### Part IV: External Opportunities

Develop a complete list of opportunities as identified through the assessment. Discuss the implications for the strategic planning process of the listed opportunities.

<b>Opportunity</b>	<b>Description—include likelihood</b> high, medium, low	<b>Implication of opportunity—include impact</b> high, medium, low

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### Part V: External Threats

Develop a complete list of threats as identified through the assessment. Discuss the implications for the strategic planning process of the listed threats.

<b>Opportunity</b>	<b>Description—include likelihood</b> high, medium, low	<b>Implication of opportunity—include impact</b> high, medium, low

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**Part VI: Assessment Results**

<b>Opportunities</b>	<b>Threats</b>
<b>Strengths</b>	<b>Weaknesses</b>

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## Part VII: Identify Key Strategic Issues

Based on the assessment, **what are the key issues facing the organization?**  
Be sure to phrase the issue as a question that has more than one answer.  
These should be issues the organization can do something about.

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**Why are these issues important?** How is it related to the organization's mission, mandates, internal strengths and weaknesses, or external opportunities and threats?

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**What are the consequences of not addressing these issues?**

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# Part VIII: Consider Potential Strategic Directions

## Opportunities

## Threats

### Strengths

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1. What are the strategic implications of your strengths in light of opportunities?

2. What are the strategic implications of your strengths in light of threats?

### Weaknesses

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3. What are the strategic implications of your weaknesses in light of opportunities?

4. What are the strategic implications of your weaknesses in light of threats?