

SWOT ANALYSIS

GETTING STARTED

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. This worksheet will help you and your team members identify **internal factors** (strengths, weaknesses) and **external factors** (opportunities, threats) that influence your programmatic success.

The top two boxes focus on the things you can control; the bottom two focus on things you can't control. Completing this analysis will show you how you can use your strengths to capitalize on opportunities and protect your agencies from external threats, while also showing you what you need to work on.

Don't do this alone! For best results, be sure to integrate the key decision-makers at your agency.

STRENGTHS

What does your agency already have that will help you achieve your marketing goals?

WEAKNESSES

What does your agency need to help you achieve your marketing goals?

OPPORTUNITIES

Are there grants, new employees, or anything else coming to your agency soon?

THREATS

Is anything happening *outside of your control* that could hurt your marketing success?
