

SWOT Analysis Template



Why?

The SWOT analysis can be used both when starting a project or when your group with to further develop or expand the project. It is useful to see and identify possibilities and challenges for the project and group and can help strengthening the group and project with its further work and processes.

How?

To make the SWOT analysis you have to go through all four categories and fill them with what is relevant for your partnership project. When all categories are filled you can evaluate on what challenges you face and what possibilities are available. This will help you identify how you can maintain a good groupwork and what you shall be aware of when working towards your goal, both regarding strengths and weaknesses.

The categories are put in two groups, internal and external factors, these are meant to help you identify different elements and perspectives. The internal factors are something your group can control and are able to change and manage. The external factors are things you cannot control and are out of your hands, yet something still relevant and affecting your partnership project and work.

At the four different categories you should think about and consider:

Strengths: Describes what you as group are good at and what makes your project special, important and possible. Write down things that are strengths for your group, such as: *good communication, large network, broad range of expertise and competences* etc.

Weaknesses: Describes areas where your project and group could develop and become even better. Write down things that you wish your group was better at e.g.: *We need more structure, become better at making deadlines, need a more specific goal and strategy, missing a process plan, not enough know about our project* etc.

Opportunities: Describes possibilities that would advantage your project and help reach your goal. Write down where you see opportunities for your group, e.g.: *We can apply for funding from this xx fund, or this organisation has previously done something similar like our project, maybe they would like to work together with us or give us some tips. Or this month there is a festival where we could attend and do an event regarding the project.* This category is meant to help you see opportunities where you can develop and advantage your project.

Threats: Describes areas that can affect your project in a negative way and factors you should be aware of. Write down things such as: *Politicians try to undermine the problem we want to work with, minimising public interest. There are many other projects like our, so how do we become unique and differ? It is very expensive to do our project, is it possible to find enough funding?*

Internal factors	
Strengths 👍	Weaknesses 👎
External factors	
Opportunities 🍀	Threats ❌