INSTRUCTIONAL STRATEGIES



SWOT (Strengths, Weaknesses, Opportunities, and Threats)

SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is a versatile assessment tool that permits strategic planning and evaluation of a project or organization. The SWOT framework can identify core strengths and weaknesses as well as the external opportunities and threats that affect performance.

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Summary

This self-assessment tool helps teams understand their strengths and weaknesses better by focusing on variables inside the team and outside in the wider environment. Resources can be proactively directed to strengthen successful efforts, improve shortcomings, and take advantage of opportunities. SWOT analysis is particularly effective at making smart, strategic choices when assessing group projects, provided that the team engages in thorough reflection.

Procedure

Ideally, you should plan time for thoughtful reflection of the project before beginning.

Set up four quadrants on a board, chart paper, or use the attached template to direct conversation. Work collaboratively through the quadrants to elicit and record data for each quadrant.

- **Strengths** are the internal qualities that give the team or project an advantage in achieving its goals and answers the question, "What do we do well?"
- **Weaknesses** are the internal constraints that limit effectiveness: "What needs improvement?"
- **Opportunities** are the external conditions that can benefit the organization or project's improvement or growth: "What can we take advantage of?"
- **Threats** are the external challenges or risks that can negatively impact the organization or project's performance or success and answer the question, "What external factors leave us vulnerable?"

Analyze your findings to develop a plan for improving future work.

Lohrke, F. T., Mazzei, M. J., & Frownfelter-Lohrke, C. (2022). Should it stay or should it go? Developing an enhanced SWOT framework for teaching strategy formulation. Journal of Management Education, 46(2), 345–382. https://doi.org/10.1177/10525629211021143