**SWOT Analysis**

**Club Name: Division: Area:**

**Favorable** for achieving the objectives. **Unfavorable** for achieving the objectives.

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| **OPPORTUNITIES: External Factor** | **THREATS: External Factor** |
|  |  |
| **STRENGTHS: Internal Factor** | **WEAKNESSES: Internal Factor** |
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**SWOT Analysis**

* SWOT is a widely used and well-known tool.
* Regarding approach – many facilitators divide participants into 4 groups one for each of the factors.
* The template incorporates a couple of changes from the ordinary SWOT, intended to produce the strongest possible results.
* SWOT is often done in the order implied by the name, first examining strengths, then weaknesses, opportunities and finally threats.
* However, it is recommended instead to first examine the external factors (opportunities & threats) and then proceed to the internal ones.
* This helps keep a stronger focus on results & helps you identify which threats are “critical threats” (i.e., those that are compounded by corresponding weaknesses) & which opportunities are “promising opportunities” (i.e., those that are matched by corresponding strengths).
* Those who have changed the order of work in SWOT, by examining opportunities & threats first, often report being amazed at the improvement in the value of the SWOT process.