

STRATEGIC PLANNING

SWOT WORKSHEET

STRENGTHS AND WEAKNESS

OPPORTUNITIES AND THREATS

Strengths and Weaknesses

An assessment of your strengths and weaknesses identify:

- **Strengths to build upon**
- **Vulnerabilities that exist and need to be removed**
- **New capabilities that are necessary to meet success**

Develop an initial list of your school's strengths and weaknesses.

Check your thoroughness-

Guided Questions:

1. **Which are our greatest strengths?**
2. **Are there other major strengths which need to be added to our list?**
3. **Are we mobilizing these strengths well?**
4. **Are there other strengths we need for the future?**
5. **Which are our most predominant weaknesses?**
6. **Are there other weaknesses that are significant?**
7. **Which weaknesses hold us back the most?**

Participants achieve consensus on:

1. *Strengths that need to be tapped and developed*
2. *Weaknesses that most need mending*

Opportunities and Threats

The planning group also looks outside the organization to examine opportunities and threats.

Your committee zeros in on:

1. A limited number of opportunities (4-8) that will most affect the organization's future.
2. A list of threats that need to be eliminated

Develop an initial list of opportunities and threats considering these external forces:

- Stakeholders
- Competitors and Allies
- Social
- Cultural
- Economic
- Political
- Technological



(examples of opportunities and threats – chart 1)

Review all the information in the opportunity and threats segment of your work.

Identify through consensus, the most significant opportunities and threats important to your school.

These identified themes become the basis of your Goals, Objectives and Actions.

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