

SWOT Questions

Strengths

- What do we do extremely well?
- What advantages do we have?
- What valuable assets and resources do we have?
- What do our members and customers identify as strengths or often talk about?

Weaknesses

- What could we do better?
- What are we criticized for or receive complaints about?
- Where are we vulnerable?

Opportunities

- What opportunities do we have but have not addressed?
- Are there any trends we can capitalize on? (Organizational, technology, government/policy, socioeconomic or demographic)
- Are there any strengths that we can capitalize on, or weaknesses we can address to generate opportunity?

Threats

- Do any of our weaknesses make us vulnerable?
- Do roadblocks exist that block our progress?
- Are our competitors doing things differently?
- Is there significant change coming that will affect our members or customers?
- Is technology changing our sector and how it is serviced?
- Are economic conditions affecting our financial viability?

SWOT Questions: How do we build on our strengths, address and overcome our weaknesses, position ourselves to take advantage of the opportunities and prepare to address the threats.