



SWOT Matrix

PERFORMANCE FACTORS	Enhancers	Inhibitors
Internal	STRENGTHS List of all the valuable resources that an organization can use to exploit the external environment	WEAKNESSES List of all the resources that an organization requires to perform in the external environment
External	OPPORTUNITIES List of all the possibilities that an organization can pursue or exploit to gain benefit	THREATS List of all the factors that have the potential to reduce an organization's performance

Step by Step

- A brainstorming session is conducted to get inputs about the strengths of the organization.
- The facilitator distributes paper cards and asks participants to write what are the things that they consider as strengths within the organization. Everyone is allowed to write as many things as they want.
- The facilitator then collects all the paper cards and places them on a board. Inputs that are redundant are discharged
- The same procedure is repeated for weaknesses, opportunities and threats.
- Categorize all the SWOT factors into the Matrix and work to build consensus around their placement.
- The situation is then analyzed with the objective of identifying ways in which the organization's strengths can be built, upon to overcome the identified weaknesses, and opportunities can be taken to minimize threats.
- A strategy for making improvements is formulated and subsequently developed, using any planning tool.



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