



SWOT ANALYSIS WORKSHEET

SWOT is an acronym for Strengths, Weaknesses, Opportunities and Threats. By using these four areas to identify our chapter's characteristics and climate, a SWOT Analysis will help identify strategies for success.

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

For example:

Strengths – business opportunities, friendships, community involvement (What do we do well? Unique resources?)

Weaknesses – membership retention, mentoring, employer support (Improvements? Resources?)

Opportunities – professional growth, networking, leadership skills (What trends could we take advantage of? How can we turn strengths into opportunities?)

Threats – no time, member burn out, being too social (Competition? Weakness exposure?)