*This next step in strategic planning is completing this SWOC /SWOT Analysis as truthfully & honestly as possible. If we do not know the environment we are working in we cannot accurately plan successful goals, objectives and strategies.*

**Please fill out the chart and consider the following:**

**Strengths**: what do we [stakeholders, allies, and partners that will carry out the goals, objectives, strategies] have going for us? What are we good at? What resources do we have? What makes us unique/what is our niche?

**Weaknesses:** What do we not do very well? What problems have we encountered internally in the past? What problems or issues are we still dealing with? What could hinder us? What could be a barrier?

**Opportunities:** What’s going on in the world/socio-political climate that could work in our favor? What’s being covered that we could play on? What is the general public talking about that would relate to what we are trying to do? What systems/institutions – that are not a part of the effort – would benefit us?

**Threats/Challenges:** What is going on in the world/socio-political climate that would work against us? What is the opposition doing/talking about? What system/institutions are barriers to us?

If you get stuck in your brainstorm: consider political, institutional, technical, human resources, and financial factors and how they fit in to the chart.

|  |  |  |
| --- | --- | --- |
|  | *Helpful to achieving the goals and objectives of the organization* | *Harmful to achieving the goals and objectives of the organization* |
| ***Internal***  *(attributes and processes of the organization)* | **Strengths** | **Weaknesses** |
|  |  |
| ***External***  *(attributes, processes, etc of the environment that may impact the organization)* | **Opportunity** | **Threats/Challenges** |
|  |  |