



# SWOC Analysis

**Tips &  
Facts  
Sheet**

## What is a SWOC?

SWOC stands for Strengths, Weaknesses, Opportunities, and Challenges.\*

## Why is a SWOC analysis important?

A SWOC analysis is a simple yet powerful way to look at the present situation and help you identify your comparative advantages and possible ways to improve performance.

## How do I do a SWOC analysis?

Draw four quadrates and label each quadrate - as in the figure below. Set ground rules – encourage people to think broadly. Do not criticize others ideas. Use questions (like those included below) to guide discussion and brainstorm ideas. (No need to put the questions in the squares.) Capture ideas below each heading.



**SWOC analysis is a powerful tool to analyze your situation and identify opportunities.**

Strengths	Weaknesses
<p>Strengths are what you do well. Be realistic.</p> <ul style="list-style-type: none"> <li>• What do you do better than others?</li> <li>• What advantages does your organization have?</li> <li>• What do others see as your strengths?</li> </ul>	<p><b>These are internal</b></p> <p>Consider weaknesses in terms of how you and others perceive your weaknesses? Be realistic. Address unpleasant realities now and build for the future.</p> <ul style="list-style-type: none"> <li>• What can be improved?</li> <li>• Is there anything you would like to do better – that is not strong now?</li> <li>• What do others see as your weaknesses?</li> </ul>
Opportunities	Challenges
<p>Where are the promising opportunities?</p> <ul style="list-style-type: none"> <li>• What are the changes that you can make use of? (e.g., Changes in technology or client needs)</li> </ul>	<p><b>These are primarily external</b></p> <p>Honest analysis will be beneficial to help identify what needs to be done, and to put problems into perspective.</p> <ul style="list-style-type: none"> <li>• What are the external obstacles?</li> <li>• Who do you have to compete with?</li> <li>• Is the external environment changing (e.g., politics, financing)?</li> <li>• Could any weaknesses threaten your future?</li> </ul>

\* Sometimes a “T” (“Threat”) instead of “C” is used – giving SWOT.



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