

Strengths, Weaknesses, Opportunities, Threats

SWOT Analysis is a tool used for understanding an organization's strengths, weaknesses, opportunities and threats. It will help you focus on strengths, minimize weaknesses, address threats, and take the greatest possible advantage of opportunities available.

STRENGTHS:

Questions to ask and answer:

- *What do we do exceptionally well?*
- *What advantages do we have?*
- *What valuable asset and resources do we have?*
- *What do our members identify as our strengths?*

WEAKNESSES:

Questions to ask and answer:

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

OPPORTUNITIES:

Questions to ask and answer:

- *What opportunities do we know about, but have not been able to address?*
- *Are there emerging trends on which we can capitalize?*

THREATS:

Questions to ask and answer:

- *Are any of our weaknesses likely to make us critically vulnerable?*
- *What external roadblocks exist that block our progress?*
- *Are our competitors or quasi-competitors doing anything different?*
- *Is there significant change coming in our members' sector?*

Sample SWOT Analysis

STRENGTHS:

- Our members value the professional designation.
- We have the support of the board.
- Organization is highly regarded in the profession.
- We provide a variety of activities for our members to be involved in.

WEAKNESSES:

- We are slow to make decisions and adapt to changes that affect the organization.
- We are overly dependent on key volunteers.
- We don't have the resources to research and promote the program.

OPPORTUNITIES:

- Employment market for our members is expanding.
- There is significant interest in our programs and activities.
- More agriculture professionals are interested in YF&R.

THREATS:

- Less people from production agriculture coming forward to participate.