

SWOT Analysis Template

A SWOT Analysis helps teams and organisations evaluate internal and external factors that influence performance and decision-making. It identifies **Strengths**, **Weaknesses**, **Opportunities**, and **Threats** to support clear strategic thinking and planning.

1. Purpose of This Tool

- ☐ Gain a structured view of your current position.
- ☐ Identify internal advantages and disadvantages.
- ☐ Highlight external factors that create risks or opportunities.
- ☐ Build shared understanding before setting strategy.
- ☐ Support evidence-based decisions and prioritisation.

Tip: A SWOT works best when based on facts, not opinions. Use data, customer insights, and team feedback.

2. How to Use This Template

1. Define the goal, project, or decision the SWOT will support.
2. Gather input from relevant team members or stakeholders.
3. Brainstorm and categorise items into the four SWOT sections.
4. Analyse interconnections - for example, how strengths can be used to seize opportunities or mitigate threats.
5. Summarise key insights into an action plan.

Tip: Limit entries to what matters most. A focused SWOT is far more useful than an exhaustive list.

3. SWOT Table

Strengths (Internal)

What do we do better than others?

What unique resources or skills give us advantage?

What do customers or employees value most about us?

Weaknesses (Internal)

Where do we consistently underperform?

What resources, processes, or systems need improvement?

What do stakeholders or customers commonly criticise?

Opportunities (External)

What trends or changes can we take advantage of?

What customer needs are emerging in our market?

What partnerships or technologies could accelerate growth?

Threats (External)

What external risks could impact us negatively?

What are competitors doing better or faster?

What legal, economic, or social shifts could create challenges?

Tip: Keep your analysis balanced. Every strength can hide a weakness, and every threat may create opportunity.

4. Priority Insights

Key Theme Description Strategic Implication

- ☐ Highlight the top three to five insights that have the most strategic significance.
- ☐ Use these to guide next steps in planning or decision-making.

Tip: The goal is not to fill boxes but to identify what matters most for strategy and action.

5. Action Plan

Category	Action Owner	Deadline	Progress
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Strength to Leverage

Weakness to Improve

Opportunity to Pursue

Threat to Mitigate

- ☐ Translate insights into specific, measurable actions.
- ☐ Assign ownership and timeframes for accountability.

Tip: Without action, a SWOT is only a discussion exercise. Implementation creates value.

6. Reflection Questions

- ☐ Which strengths can be turned into long-term competitive advantages?
- ☐ Which weaknesses are most urgent to address?
- ☐ Which opportunities offer the best return on effort?
- ☐ Which threats need contingency plans now?
- ☐ What assumptions are influencing our analysis?

Tip: Reflection helps uncover blind spots and ensures decisions are grounded in reality.

7. Review and Update

- ☐ Revisit the SWOT quarterly or when conditions change.
- ☐ Track progress on action items.
- ☐ Use updated findings to refine strategy or risk planning.

Tip: A living SWOT keeps teams agile and responsive in fast-changing environments.

How to Use This Template

Use this template during strategy workshops, project kick-offs, or major decision reviews. Encourage participation from multiple perspectives. When done collaboratively and reviewed regularly, a SWOT Analysis provides clarity, focus, and a solid foundation for confident strategic action.