



THE  
MIDWIFE  
SOLUTION

# SWOT ANALYSIS

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Strengths, Weaknesses, Opportunities, Threats

# Why conduct a SWOT analysis?

- A SWOT analysis is a guide to identify
  - The positives and negatives in your organization
  - Within (internal):
    - **S**trengths & **W**eaknesses
  - Outside in the external environment:
    - **O**pportunities & **T**hreats

# Today our goal is...

- To have fun
- To tap into your creative energy
- Explore problems and opportunities
- Determine where change is possible
- Set a priority action plan

# Break-out Groups



# Matrix Structure

Internal Factors		External Factors	
Strengths	Weaknesses	Opportunities	Threats

# Considerations

- What are the strengths and weaknesses facing your group's topic area?
- **Internal factors** are areas you have some control over
  - **Strength adds value/competitive edge**-What are you best known for? What do you do well? What areas are we seen as expert? What can we build on?
  - **Weaknesses detract from value**-What are areas of deficiency? What should be avoided?

# Considerations

- What are the opportunities and threats facing your group's topic area
- **External factors** you have less control over but offer areas to capitalize on and mitigate
  - **Opportunities are external changes/forces**  
What are our patients and stakeholders asking for? What trends can be capitalized on?
  - **Threats are external risks** that cannot be controlled-What areas have a negative impact?

# Prepare for next steps

- Form one action plan for your topic
- Follow SMART format to develop
  - **Specific** (simple, sensible, significant)
  - **Measurable** (meaningful, motivating)
  - **Achievable** (agreed, attainable)
  - **Relevant** (reasonable, realistic and resourced, results-based)
  - **Time bound** (time-based, time limited, cost limited, timely, time-sensitive)



# Cover Story

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