

# Template: SWOT Analysis

The most commonly used tool to conduct an organizational audit is the SWOT analysis, which is often used during the strategic planning process.

## STRENGTHS

- What do you (as a program or organization) do better than anyone else?

## WEAKNESSES

- What could you improve?
- What do others do better than you?
- What inhibits your ability to achieve success?

## OPPORTUNITIES

- Where are the good opportunities facing you?
- What are the interesting trends you are aware of?

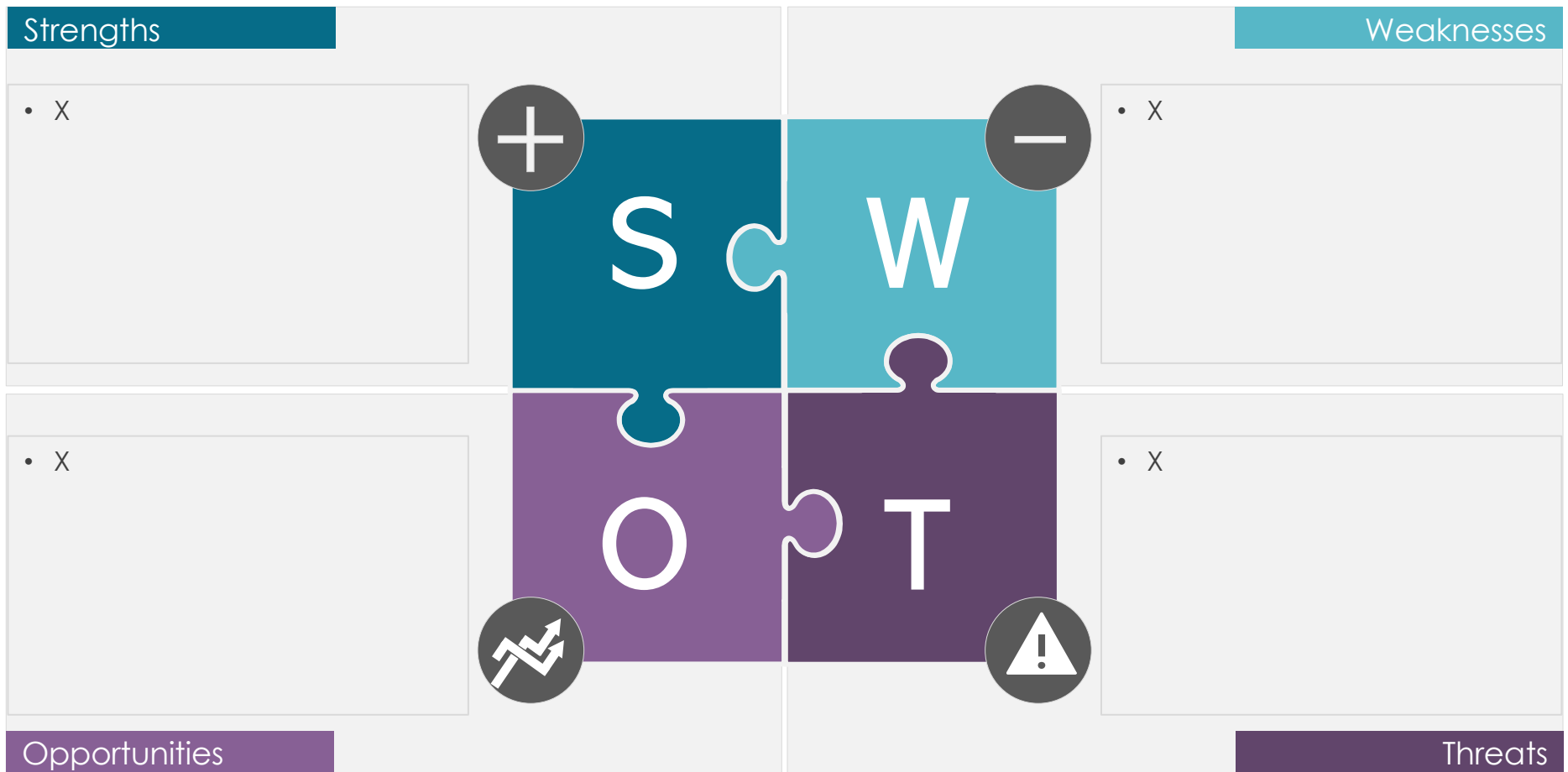
## THREATS

- What obstacles do you face?
- What are other nonprofits doing that you should be worried about?
- What are funders doing that you should be worried about?

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# Agency Name

## SWOT Analysis



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