**SWOT analysis worksheet**

A SWOT analysis encourages you to spend time working out what your club is good at (**S**trengths), where it needs to improve (**W**eaknesses), what good things could happen (**O**pportunities) and what could cause problems in the future (**T**hreats).

While the SWOT analysis has been acknowledged as a powerful planning tool since at least the 1960s, it is important that you know how to use it correctly for it to add value to your club’s planning activities.

Be honest when compiling your SWOT analysis and keep it simple. Don’t feel that you have to write long lists under each heading. Focus on what is top-of-mind and true.

To begin, make sure that you understand what each quadrant of the SWOT matrix should include. Here are some ideas:

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| **STRENGTHS*** Things that the club does well
* **STRENGTHS** are both **CURRENT** and **IN YOUR CONTROL**
* Areas where the club is hitting or exceeding its targets (e.g. if your membership numbers are growing in line with your projections)
* Your club’s points of difference, that separate you from other clubs
* Availability of resources (e.g. your equipment and the skills and knowledge of volunteers)
 | **WEAKNESSES*** Things that the club is not doing well and things that need to improve
* **WEAKNESSES** are both **CURRENT** and**, IN YOUR CONTROL**
* Areas where the club is falling short of its targets (e.g. declining event attendance)
* Areas where the club lacks resources (e.g. lack of equipment or a lack of skilled volunteers in a particular

area of operation) |
| **OPPORTUNITIES*** Future prospects for improvement
* **OPPORTUNITIES** are **FUTURE** focused and may be **NOT IN YOUR CONTROL**
* Changes in your operating environment that could work in your favour
* Emerging trends
* Positive media coverage of your club or activities
 | **THREATS*** **THREATS** are **FUTURE** focused and may be **NOT IN YOUR CONTROL**
* Changes in your operating environment that could make your operations more difficult
* Changing regulations
* Negative social media attention
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A SWOT analysis is only valuable if it generates action. Lists of things that you are good or bad at can’t help you unless you use those lists to determine what to do next. Use this worksheet to get the most out of your SWOT analysis.

Against each item you write down, make a note of what actions you can take to build on each strength, improve each weakness, capitalise on each opportunity and mitigate each threat.

You can seek input from members through:

* Surveys
* Workshops
* Face-to-face discussions

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| **Strengths** | **What will you do to build on each strength?** |
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| **Weaknesses** | **What will you do to improve each weakness?** |
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| **Opportunities** | **What will you do to capitalise on each opportunity?** |
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| **Threats** | **What will you do to mitigate each threat?** |
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