

Quality and Safety Series

SWOT Analysis/Matrix

(Strengths, Weaknesses, Opportunities, Threats)

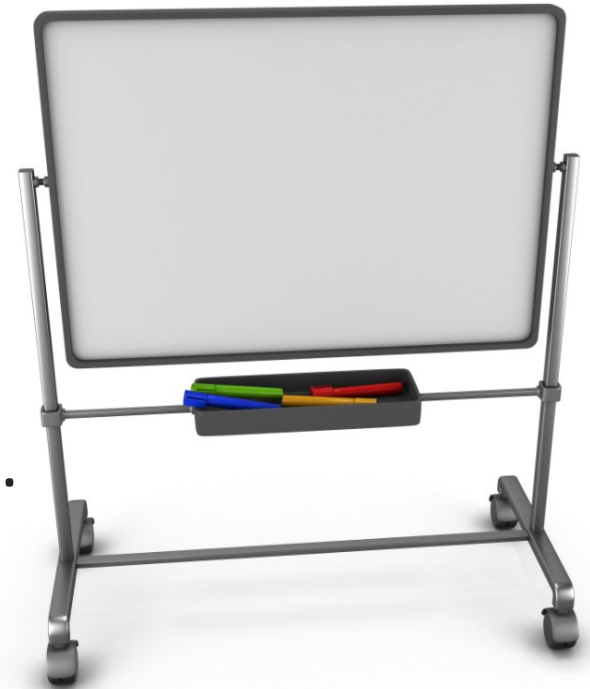
OBJECTIVES

A close-up photograph of a hand in a dark suit jacket and white shirt cuff, pointing towards the text. The hand is positioned on the right side of the slide, with the index finger pointing towards the word 'OBJECTIVES'.

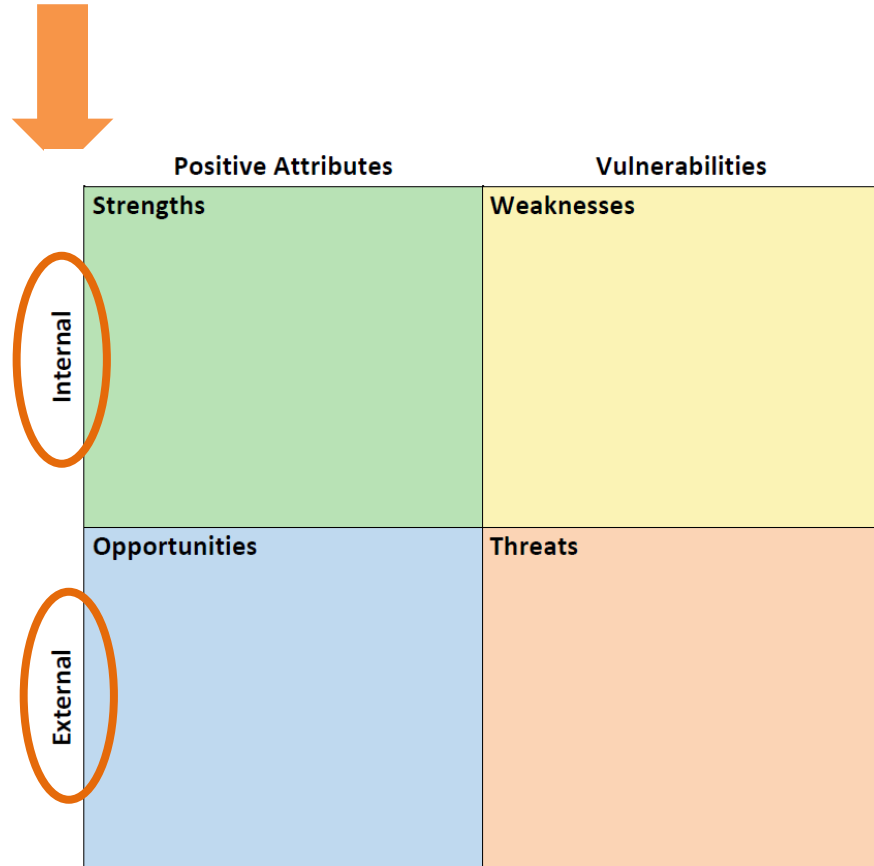
- Define a SWOT analysis.
- Identify the components of a SWOT analysis.
- Discuss the uses and benefits of a SWOT analysis.

What Is a SWOT Analysis?

- Is constructed in a matrix format.
- Is used to organize and evaluate the strategic position of an organization or project.
- Optimizes what you do well.
- Identifies your vulnerabilities.
- Can be both objective and subjective.
- Reduces chance of failure.
- Helps to focus activities.
- Is best completed in a group setting.



Internal Versus External



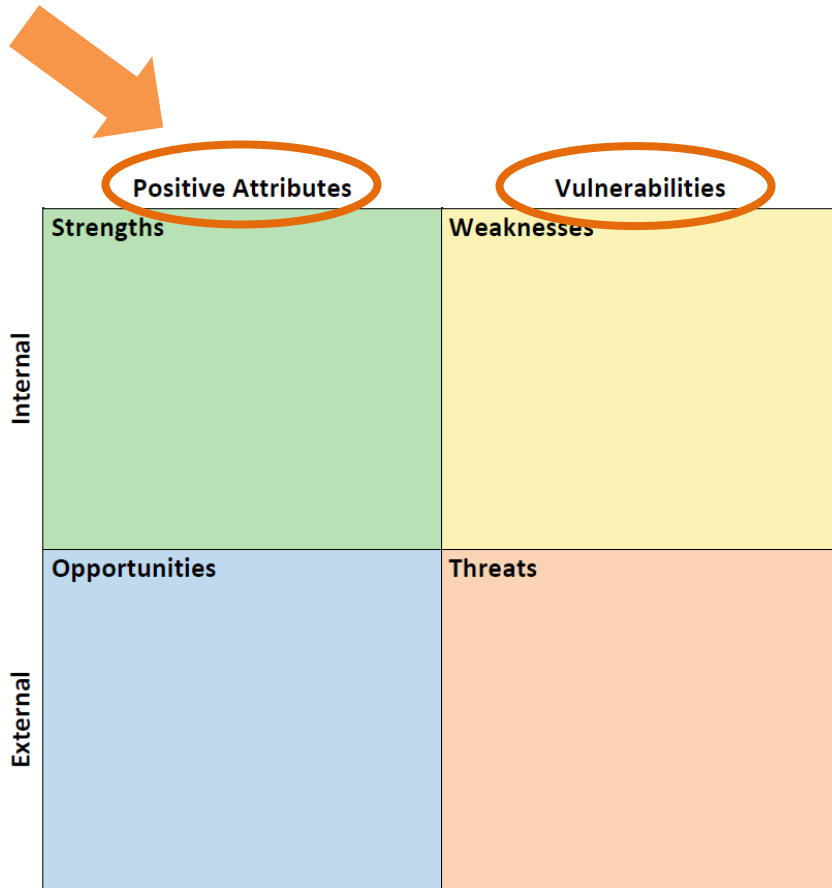
Internal

- Resources and capabilities within your organization.
- What you do well.
- What the barriers or risks are.

External

- Factors that have an impact on your project.
- Can be outside of your organization or outside of the project area (e.g., ancillary services impact on a nursing unit-based project).

Positive Attributes Versus Vulnerabilities



Positive Attributes

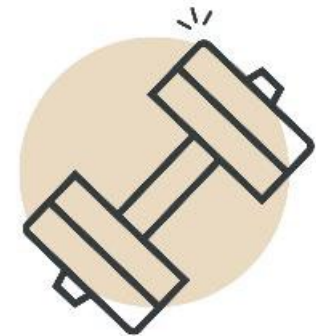
- Internal strengths that will support your project.
- External opportunities that you can leverage.

Vulnerabilities

- Internal weaknesses and barriers.
- External threats that could jeopardize the success of your project.

Strengths: Internal Positive Attributes

- What advantages do you have?
- What do you do well?
- What relevant resources do you have?
- What do others see as your strengths?
- Consider:
 - Staff expertise
 - Leadership support
 - Engaged front-line staff
 - Financial advantages—cost savings
 - Location or market share



STRENGTHS

Weaknesses: Internal Vulnerabilities

- What could you improve?
- What are the barriers to your project?
- What are the root causes of past failed projects?
- Consider:
 - Lack of resources (time, money, people, supplies)
 - Lack of leadership or provider buy-in
 - Staff push-back



WEAKNESSES

Opportunities: External Positive Attributes

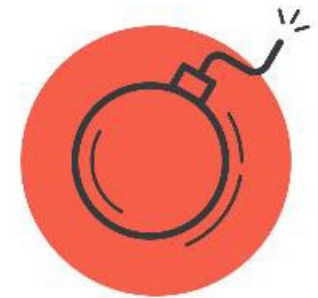
- What are the industry trends?
- Are there best practices/evidence-based practices to support your project?
- Are there regulatory factors that support the need for your project?
- Consider:
 - Partnerships and collaboration
 - Financial opportunities/grants



OPPORTUNITIES

Threats: External Vulnerabilities

- What obstacles do you face?
- What is your competition doing?
- Are there pending regulatory changes that could impact your project?
- Does your organization have financial problems?
- Consider:
 - Strong marketing from competitor(s)
 - Potential loss of key provider(s)
 - Leadership turn-over



THREATS

Analyzing the Results



- Are your strengths and opportunities substantial enough to support your project?
- Are you able to mitigate weaknesses and threats?
- Do you need to complete work on barriers before you take on the project?
- Develop your strategies.
- Prioritize the strategies.
- Create your action plan.

SWOT Analysis Example



SWOT Analysis

Why use the tool?

Strengths, weaknesses, opportunities, threats (SWOT) analysis is an effective way to identify your organization's strengths and weaknesses, and of examining the opportunities and threats you face. Carrying out an analysis using the SWOT framework helps focus your activities into areas in which your organization is strong and where the greatest opportunities exist.

How to use tool:

To carry out a SWOT analysis, write down answers to the following questions. Where appropriate, use similar questions.

	Positive Attributes	Vulnerabilities
Internal	Strengths <ul style="list-style-type: none">• What advantages does your organization have?• What does your organization do well?• What relevant resources does your organization have?• What do others see as your organization's strengths? Consider: <ul style="list-style-type: none">• Staff expertise• Leadership support• Engaged front-line staff• Financial advantages—cost savings• Location or market share	Weaknesses <ul style="list-style-type: none">• What could you improve?• What are the barriers to the project?• What are the root causes of past failed projects? Consider: <ul style="list-style-type: none">• Lack of resources (time, money, people, supplies)• Lack of leadership or provider buy-in• Staff push back
External	Opportunities <ul style="list-style-type: none">• Where are industry trends?• Are there best practices/evidence-based practices to support your project?• Are there regulatory factors that support the need for your project? Consider: <ul style="list-style-type: none">• Partnerships and collaboration• Financial opportunities/grants	Threats <ul style="list-style-type: none">• What obstacles do you face?• What is the competition doing?• Are there pending regulatory changes that could impact the project?• Does your organization have financial problems? Consider: <ul style="list-style-type: none">• Strong marketing from competitor• Potential loss of key provider(s)• Leadership turn-over

Key Take-Aways

- SWOT analysis is an important tool to identify external and internal strengths and weaknesses.
- SWOT helps you identify barriers and challenges that should be addressed prior to beginning a project.
- SWOT analysis allows you to optimize strengths and opportunities to improve the success of your project.





Thank you!

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