

District A-15 SWOT Analysis

Coaching Session July 25 2020

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SWOT Analysis

Objectives

- What is it?
- Why is it necessary?
- Understanding the Components
- How to use a SWOT analysis
- Follow up Next meeting



SWOT Analysis—What is it?

- Acronym
 - S=Strengths
 - W=Weaknesses
 - O=Opportunities
 - T=Threats
- It is a Technique
- Reduces the Chance of Failure
- Distinguishes from other Districts



SWOT Analysis—Why is it necessary?

- It is a Process
- What is Working?
- What is not Working?
- Where do you want to go?
- How to you get there?



SWOT Analysis--Components

- S=Strengths
 - Internal
 - Positive Factors
 - What do you do well?
 - What makes the District “Tick”?
 - What values drive the District forward?
 - What do you do better?



SWOT Analysis--Components

- W=Weaknesses
 - Be Honest
 - Be Realistic
 - Detracting Factors
 - Areas of Improvement
 - What is Lacking?



SWOT Analysis--Components

- O=Opportunities
- External Factors
- Perception within the District
- Technology
- Immediate opportunities



SWOT Analysis--Components

- T=Threats
 - Negative Factors
 - Change in Community behavior (Think Clubs)
 - Obstacles
 - Technology



SWOT Analysis—How to use it

- Prioritize each component
- Build on Strengths
- Boost weaker areas
- Exploit opportunities
- Head off Threats



SWOT Analysis—How to use it

- Strengths and Opportunities can work together
- Eliminate Weaknesses to create more Opportunities
- Prioritize ideas





“The reason most people never reach their goals is that they don’t define them, or ever seriously consider them as believable or achievable. Winners can tell you where they are going, what they plan to do along the way, and who will be sharing the adventure with them.”

– Denis Watley



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Thank You 1

