

SWOT Analysis

What is a SWOT Analysis?

A SWOT is a tool which can help assess a team's current strengths and weaknesses and can help identify external factors which are opportunities and threats to team development and success. This is a simple system which can provide clarity into the potential within the team and the problems which may limit performance.

Internal factors - Present	Strengths List the positive attributes of the team. What do they do well? What advantages do you have over other teams?	Weaknesses List factors which are areas the team might improve. Might include – lack of expertise, lack of direction, team members not working together
External factors - Future	Opportunities How could the team perform better? What benefits would there be to performing in a different way? These opportunities could be external to your team	Threats Identify factors which are threats to team success? What could be the worst thing which could happen?