SWOT Analysis

## Sport Partnership Toolkit – Step 1: Needs Analysis

A **SWOT analysis** is a technique used to identify strengths, weaknesses, opportunities, and threats to a business or project. A comprehensive SWOT analysis should focus on internal and external factors that affect your Program. You should consider external environmental factors such as political, climatic, or economic issues, as well as what can be gained through engaging different organizations. This tool is used to analyze your Program’s current abilities and understand your needs better. Below is an example of what questions could apply to each section of the analysis.

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| **Strengths**What is your Program currently good at when it comes to sport? What strengths do you have to offer to a sport partner?  | **Weaknesses**Where could your Program use assistance or improve in sport? What areas of engagement are lacking? |
| **Opportunities**Do you have any prospective partners? What organizations would most likely be interested in partnering with your Program to support sport? | **Threats**What would threaten your chances at a partnership? What limitations does your Program have? Do you have any existing partnerships in jeopardy? |

Use the following pages to assess the strengths, weaknesses, opportunities and threats to the sports your program offers to athletes, Unified partners, coaches and other stakeholders.

# Strengths

What is your Program currently good at when it comes to sport? What strengths do you have to offer to a sport partner?

# Weaknesses

Where could your Program use assistance or improve in sport? What areas of engagement are lacking?

# Opportunities

Do you have any prospective partners? What organizations would most likely be interested in partnering with your Program to support sport?

# Threats

What would threaten your chances at a partnership? What limitations does your Program have? Do you have any existing partnerships in jeopardy?