Activity: SWOT Analysis Using the Three Building Blocks

Purpose:

- SWOT is an acronym for Strengths, Weaknesses, Opportunities and Threats.

- The SWOT can help your organization, business, or community group:

  o Assess its current situation and potential areas of improvement
  o Identify potential areas of expansion or collaboration
  o Make more informed decision-making
  o Develop informed business or community strategic planning
  o Evaluate and assess other groups, organizations, or communities
  o Enhance market or promotion initiatives
  o Review a strategy, initiative, or direction of a community, organization or business

Directions:

- First complete your community conversations using the Building Block Dialogue Starter Activity

- Print the SWOT template(s) provided

- Identify the Strengths, Weaknesses, Opportunities, and Threats for each of the three building blocks: An Informed Society, An Enabling and Supportive Environment, and Personal, Social and System Connectedness

For an example of how a community used a SWOT analysis for building an age friendly community, see the Dryden Community.

SWOT Analysis: An Informed Society

Consider your...
- Capabilities
- Unique selling points
- Resources, assets, and people
- Experience and knowledge
- Awareness of needs
- Marketing and communication skills
- Location
- Culture ,attitudes, behaviours
- Philosophy, values, principles
- Qualifications, certifications

Strengths

Weaknesses

Consider your...
- capabilities
- competitive strength
- Reputation, presence and reach
- Finances
- Vulnerabilities
- Time pressure and deadlines
- Distractions
- Knowledge and awareness
- Morale, commitment, leadership
- Accreditations
- Processes and systems

Consider ...
- Industry or lifestyle trends
- Technology development and innovation
- Global influences
- New partners
- target markets
- geographical
- public and private development
- information and research
- seasonal, weather influences

Opportunities

Threats

Consider...
- Public effects
- Legislative effects
- Environmental effects
- Market demand
- New technologies, services, ideas
- Contracts and partners
- Sustaining capabilities
- Obstacles faced
- weaknesses
- Loss of key staff
- Sustainable financial baking
- Economy
- Weather effects

SWOT Analysis: An Enabling and Supportive Environment

Consider your...	Strengths	Weaknesses	**Consider your...**
- Capabilities - Unique selling points - Resources, assets, and people - Experience and knowledge - Awareness of needs - Marketing and communication skills - Location - Culture ,attitudes, behaviours - Philosophy, values, principles - Qualifications, certifications			- capabilities - competitive strength - Reputation, presence and reach - Finances - Vulnerabilities - Time pressure and deadlines - Distractions - Knowledge and awareness - Morale, commitment, leadership - Accreditations - Processes and systems
Consider ...	Opportunities	Threats	**Consider...**
- Industry or lifestyle trends - Technology development and innovation - Global influences - New partners - target markets - geographical - public and private development - information and research - seasonal, weather influences			- Public effects - Legislative effects - Environmental effects - Market demand - New technologies, services, ideas - Contracts and partners - Sustaining capabilities - Obstacles faced - weaknesses - Loss of key staff - Sustainable financial baking - Economy - Weather effects

SWOT Analysis: Personal, Social, and System Connectedness

Consider your...
- Capabilities
- Unique selling points
- Resources, assets, and people
- Experience and knowledge
- Awareness of needs
- Marketing and communication skills
- Location
- Culture ,attitudes, behaviours
- Philosophy, values, principles
- Qualifications, certifications

Strengths

Weaknesses

Consider your...
- capabilities
- competitive strength
- Reputation, presence and reach
- Finances
- Vulnerabilities
- Time pressure and deadlines
- Distractions
- Knowledge and awareness
- Morale, commitment, leadership
- Accreditations
- Processes and systems

Consider ...
- Industry or lifestyle trends
- Technology development and innovation
- Global influences
- New partners
- target markets
- geographical
- public and private development
- information and research
- seasonal, weather influences

Opportunities

Threats

Consider...
- Public effects
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