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S.W.O.T. ANALYSIS

A good place to start in any organizational design or redesign is to assess the current reality. There are two things we say about organizational redesign –you need to know the current state and you need to have the end or “ideal” in mind.

To assess the current reality, a SWOT Analysis is often used. Simply put, it means taking a look at the Strengths (S); Weaknesses (W); Opportunities (O) and Threats (T) to the current organization. Some people prefer to substitute the word “Obstacles” for threats as it has a less negative connotation. At any rate, the objective is to look at what’s working well and what can use change or improvement.

A SWOT is usually done as a group /team function with broad input and discussion. The outcomes from it should form your next steps in the reorganization process i.e. what to address, setting priorities etc.

What follows are examples of SWOT questions and analyses along with a worksheet.

<h2>S.W.O.T. - Assessing Our Current Situation</h2>			
<i>Internal Strengths</i> (What skills, services, and resources are we especially good at utilizing?)	Internal Weaknesses (What could get in our way or limit our ability to meet our goals?)	External Opportunities (What influences, partnerships, and resources could be tapped to help us move forward?)	External Threats (What forces, trends, or organizations could stand in our way?)
<ul style="list-style-type: none"> • Adaptability • Willingness to take on new stuff • Quick to pick up on new technology without training 	<ul style="list-style-type: none"> • Research and develop plans for growth/future direction of network 	<ul style="list-style-type: none"> • Not saying no to new tasks when all ready overburdened • Over pursuing a dead-end track • Kryptonite • Not able to recognize my weaknesses 	<ul style="list-style-type: none"> • Time/schedule limits to learning new technology