







# SWOT Analysis Template

## ASSESS YOUR CAPACITY

Understanding the assets your Title V Program has, what assets you may be able to access by making a change or initiating a relationship, and the challenges your program faces is important for effective strategic planning.

A SWOT analysis is a tool to assess the assets a team can draw on and challenges they may face when pursuing a new strategy or initiative. The acronym SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.





**Figure 2. Elements of a SWOT Analysis**

 <b>STRENGTHS</b>	 <b>WEAKNESSES</b>
<p>Internal factors that support or help a project or team accomplish its goals<sup>120</sup></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Team member skills and knowledge</li> <li>• Agency supports</li> <li>• Effective internal processes</li> </ul>	<p>Internal factors that hinder a project or team in accomplishing its goals</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Gaps in knowledge or skills</li> <li>• Inefficient processes</li> <li>• Staff turnover</li> </ul>
 <b>OPPORTUNITIES</b>	 <b>THREATS</b>
<p>External factors that facilitate a team’s work</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Environmental factors, including the political environment</li> <li>• Cross-sector/agency relationships (including those with community-based organizations)</li> </ul>	<p>External factors that hinder a team’s work</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Environmental factors, including the political environment</li> <li>• Lack of external partnerships</li> </ul>





<sup>120</sup> Definitions adapted from:

- Minnesota Department of Health. (n.d.). *SWOT analysis*. <https://www.health.state.mn.us/communities/practice/resources/phqitoolbox/swot.html>
- Centers for Disease Control and Prevention. (n.d.). *Do a SWOT analysis*. <https://www.cdc.gov/publichealthgateway/phcommunities/resourcekit/evaluate/do-a-swot-analysis.html>

**Figure 3. Sample SWOT Analysis**

Example Need: Increase access to quality care coordination for CYSHCN			
	<b>STRENGTHS</b>		<b>WEAKNESSES</b>
<ul style="list-style-type: none"> <li>• Staff expertise in care coordination best practices</li> <li>• Consensus within the division about care coordination as a priority</li> <li>• Internal data analysis capacity</li> </ul>		<ul style="list-style-type: none"> <li>• Gaps in knowledge of financing for care coordination</li> <li>• Lack of existing workflows that facilitate collaboration</li> </ul>	
	<b>OPPORTUNITIES</b>		<b>THREATS</b>
<ul style="list-style-type: none"> <li>• Existing partnership with state Family to Family Health Information Center to inform strategic planning and ensure care coordination meets families' needs</li> </ul>		<ul style="list-style-type: none"> <li>• Difficulty connecting with MCOs in the state, two of which provide care coordination services to enrolled CYSHCN</li> </ul>	

For at least two of the needs listed in the table in Section 1, complete a SWOT analysis. You may choose to consider needs that you are already working on, or ones that you have not yet developed an activity to address.

Selected Need:			
	<b>STRENGTHS</b>		<b>WEAKNESSES</b>
	<b>OPPORTUNITIES</b>		<b>THREATS</b>

**Selected Need:**



**STRENGTHS**



**WEAKNESSES**



**OPPORTUNITIES**



**THREATS**

**Reflection Questions:**

What strengths, weaknesses, opportunities, or threats surprised you?

Who are your key partners when doing work to support CYSHCN and their families?

What common threads did you notice in the weaknesses boxes above? What weaknesses do you have the capacity to work to change?

Which need do you have the most strengths at hand to address?

Which need has the largest number of opportunity factors?

Which needs have the most significant weaknesses and threats?

**Having completed the SWOT analyses and considered the questions above, select a priority for CYSHCN that would be most feasible to focus on and write it in the space to the right.**