

Tool 3 – Strengths, weaknesses, opportunities and threats (SWOT) Analysis

Why you should use this tool

This classic strategic planning technique can be used to analyse the capability of your PCT, practice team or care agency in planning to support self care and to set that in relation to what you think the healthcare environment holds for you in the future. It identifies promoters and resisters to change within four key areas.

When to use this tool

When you are looking at a new situation or assessing a current issue before putting together your action plan to address it.

What to do

Work in small groups and use the chart overleaf to plot your strengths, weaknesses, opportunities and threats.

Time: at least an hour for undertaking the SWOT analysis and making preliminary conclusions about the next steps.



How it works

The exercise captures everyone's views so that you get all perspectives on the issue or situation.

What to do next

Write up the SWOT analysis and the preliminary conclusions reached along with any action plan generated. Act as a link between completion of the SWOT analysis and evolution of the action plan. Ensure the action plan is achievable – and help to take it forward across the PCT/practice/care agency according to the purpose. The actions and responsibilities can be defined by utilising the [roles and responsibilities checklist](#).

For more information on this tool, please click on [Tool 3](#).



Working in Partnership
Programme

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self care • •
...because health matters •

SWOT analysis

Strengths	Weaknesses
Opportunities	Threats