



SWOT analysis - identify critical actions for change (Strengths ~ Weaknesses ~ Opportunities ~ Threats)

Leadership Dimensions **Evaluating information**

As part of your planning for change, you will need to determine critical issues that need to be addressed in your implementation programme.

A rigorous **SWOT** analysis can help because the solution to many issues may be found in

- taking advantage of your **Strengths** and overcoming apparent **Weaknesses** in your team, or
- seizing **Opportunities** or reducing **Threats**, which are present in or are emerging from the environment in which you are operating

A SWOT analysis will help you bring together the three elements that point to critical issues that must be addressed. - your **goals**, the **resources** you have at your disposal and the **environment** in which you are operating.

- **Your goals**

The **Setting team purpose** tool will have helped you clarify your team **goals**.

- **The resources** at your disposal

Your SWOT analysis has a strong focus on your team since they are the primary source of your **Strengths** and your **Weaknesses**.

- **The environment** in which you are operating

Your specific environment is likely to be a source of the **Opportunities** and **Threats** that can affect change outcomes.

The **7 S's** analysis helped you analyse the **organisational environment**.

The wider health environment, such as government policies and priorities, is brought into focus during your SWOT analysis.

When to use this tool

- Use SWOT analysis as you prepare to lead a change programme.

What to do

1. **Write your team purpose statement** at the top of the SWOT analysis matrix or use the **Setting team purpose** tool to **develop your goal statement** with your team before you start the SWOT.
2. Select one or two team members with strong analytical and clear thinking skills and work through the SWOT analysis together.
3. Identify the critical actions that must be added to your change plan.

Write down your team purpose and keep this in mind as you work through your SWOT			
Strengths	Consider the implications of the SWOT	Critical issues that jeopardize success	What do we need to do about them?
	<p>Your strengths and weaknesses</p> <ul style="list-style-type: none"> Who contributes to these strengths or weaknesses? Our stakeholders? Our service? Available resources? What gives us this strength? Attitude? Skill? Situation? Is there an underlying cause for our weaknesses? (Find underlying causes through a 5 Whys analysis) How do they affect our ability to work towards our goals? <p>Your opportunities and threats</p> <ul style="list-style-type: none"> How do these threats impede our ability to achieve our goals? Which opportunities are critical to achieving our change outcomes? How do we overcome the weaknesses that prevent me taking advantage of these opportunities? Can we use any of our strengths to take advantage of our opportunities? How do we address the weakness that will make these threats a reality <p>Can we use our strengths to reduce the likelihood and impact of these threats?</p>		