

ASSESSMENT TOOL 1: SWOT ANALYSIS

SWOT ANALYSIS¹

Use a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis when looking at a community. After clearly identifying and reflecting on SWOT points, you will be better prepared for action.

SWOT ANALYSIS	
<u>STRENGTHS</u> How can I leverage them?	<u>WEAKNESSES</u> How can I minimize or eliminate them?
<u>OPPORTUNITIES</u> How can I capitalize on these while possibly eliminating weaknesses or threats?	<u>THREATS</u> Evaluate opportunities that can address the threats.

For more information:

Berman, Rob. (2010, September 7). *SWOT Analysis: A Powerful and Underutilized Tool*. Retrieved from Rob Berman's Blog: <http://www.rob-berman.com/swot-analysis-powerful-underutilized-tool/>

¹ Assessment tool borrowed directly from <http://www.rob-berman.com/swot-analysis-powerful-underutilized-tool/>