

Activity 4.6

Are we ready to move forward?

Doing a SWOT Analysis

A SWOT analysis is one way to assess the Strengths (S), Weaknesses (W), Opportunities (O), and Threats or Challenges (T) that your group faces in trying to move forward.

This activity will help you assess your internal (group) strengths and weaknesses, and your external (environmental, societal) opportunities and challenges. The template on the following page can be used to record your responses. An example of a completed SWOT analysis is also provided.

Internal strengths and weaknesses

This includes considering what human (people power), financial (\$), and physical (space, equipment, tools) resources you have and what you need (or need to work on).

- What advantages do you have?
- What do you do well?
- What resources do you have access to?
- What do other people see as your strengths?
- What could you improve?
- What do you need?
- What do you do poorly?
- What should you avoid?

External opportunities, challenges, and threats

This includes considering what is going on outside of your group, like trends, the economy, funding sources, policy and legislation, local or provincial events, and physical environments.

- What current trends or events impact on your issue?
- What funding sources are available?
- What possibilities exist to support your group?

Adapted from The Community Toolbox

SWOT Analysis

	POSITIVES	NEGATIVES
INTERNAL	Strengths	Weaknesses
EXTERNAL	Opportunities	Challenges or Threats

Now ask yourself...

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- What do we have?
- What do we need?

SWOT Analysis: An Example

This example is based on SWOT analyses for some Nova Scotian communities in their efforts to move forward with their work to build food security.

		POSITIVES	NEGATIVES
INTERNAL	Strengths	<ul style="list-style-type: none"> ● Trained food costers ● Resources and tools in this workbook ● Research results from participatory food costing project ● Leadership ● Support for community dialogues on food security ● Interest and enthusiasm ● Mobilization—have people sitting around the table who wouldn't normally do so 	Weaknesses <ul style="list-style-type: none"> ● Could use training to build <ul style="list-style-type: none"> Facilitation skills Media skills Writing skills ● Supports for participation <ul style="list-style-type: none"> Child care Transportation
	Opportunities	<ul style="list-style-type: none"> ● Partnerships between family resource centres, AHPRC, * NSNC**, public health service ● Media interest and coverage on food security issues and the affordability of a nutritious diet ● Food security issues gaining increasing interest among communities ● Training opportunities ● Mentors and community champions are emerging ● Support from provincial government for recommendations of food security projects ● Funding future opportunities 	Challenges or Threats <ul style="list-style-type: none"> ● Economy ● Fiscal government ● End of the Health Canada's Canadian Diabetes Strategy (potential funder)
EXTERNAL			

* Atlantic Health Promotion Research Centre ** Nova Scotia Nutrition Council
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