***Instructions:*** *The project SWOT (Strength-Weakness-Opportunity-Threat) analysis should be conducted as part of the project assessment to determine where energy should be spent and discover root causes. Once completed, the project's SWOT matrix information can be used to develop the plan, strategy and to manage project risk. To do so, answer the following questions:*

* *How can we take advantage of our strengths?*
* *How do we minimize the effect of our weaknesses?*
* *How can we capitalize on our opportunities?*
* *How can we deal effectively with our threats?*

**Project Name:**

|  |  |  |
| --- | --- | --- |
|  | **Positive** | **Negative** |
| **INTERNAL** | **Strengths:** characteristics of the organization that help achieve the project's objective.   * *What are strengths?* * *What do you do better than others?* * *What unique capabilities and resources?* * *What do others perceive as strengths?* | **Weaknesses**: characteristics of the organization that limit the project's ability to achieve its objective.   * *What are weaknesses?* * *What do competitors do better?* * *What can you improve given the current situation?* * *What do others perceive as weaknesses?* |
| **EXTERNAL** | **Opportunities**: elements in the external environment that could be taken advantage of to achieve the project's objective.   * *Trends or conditions that may positively impact?* * *Opportunities that are available?* | **Threats**: elements in the external environment that could negatively impact the project's ability to achieve its objective.   * *What trends or conditions may cause negative impact?* * *What are competitors doing that may impact the project?* * *Is solid financial support available?* * *What impact do project weaknesses have on the project threats?* |