

# Worksheet Eight

## SWOT analysis

The change I want to make

	POSITIVES	NEGATIVES
Internal to the organisation	<p><b>Strengths</b>  <i>(e.g. focus on a cost reduction, the need for legal compliance, organisational commitment, enthusiasm, track record etc.)</i></p>	<p><b>Weaknesses</b>  <i>(barriers e.g. lack of resources, technical difficulty, up-front cost, lack of expertise etc.)</i></p>
External to the organisation	<p><b>Opportunities</b>  <i>(e.g. stakeholder interest, reputational benefits, investor or funder approval, existing sector collaborations, market demand etc.)</i></p>	<p><b>Threats</b>  <i>(e.g. competing product, lack of supplier availability, political turbulence etc.)</i></p>