

# SWOT analysis

**SWOT analysis** is one of the basic analytical technique used both in business and non-profit sector. It can be effectively used in the process of planning local activities. It gives a chance to reflect on the situation of the local community and the region as a whole. It is a good starting point to identify: local problems that we want to address and possible solutions to overcome these problems.

**SWOT analysis consists of four dimensions:**

- strengths;
- weaknesses;
- opportunities;
- threats.

<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>Threats</b>

Two first dimensions (strengths and weaknesses) refer to internal situation of the subject of analysis. The two other (opportunities and threats) refer to the external environment.

**You can create a strategy for change on the basis of SWOT analysis. To do it you should use the following pattern:**

1. To minimize weaknesses.
2. To maximize strengths.
3. To build on strengths.
4. Change the weaknesses into strengths.
5. To analyze threats and prepare corrective actions.
6. To use opportunities.
7. To change the threats into opportunities.

Using this strategy you can easily state your objectives and use the potential you have got to attain goals previously set.