

SWOT Analysis Grid Ohio Arts Council

This framework will help you focus your activities in areas where you are strong and where your program or project will have the greatest opportunity for success.

<p style="text-align: center;"><u>Strengths</u></p> <p>Guiding Questions:</p> <ol style="list-style-type: none"> 1. What do you do well? 2. What resources (human and/or financial) do you have? 3. What do other people or organizations see as your strengths? 	<p style="text-align: center;"><u>Weaknesses</u></p> <p>Guiding Questions:</p> <ol style="list-style-type: none"> 1. What do you do poorly? 2. What could you improve? 3. What should you avoid?
<p style="text-align: center;"><u>Opportunities</u></p> <p>Guiding Questions:</p> <ol style="list-style-type: none"> 1. Where are the good opportunities facing your organization? 2. What interesting trends are you aware of? 3. Who else could help you achieve your goals? 	<p style="text-align: center;"><u>Threats</u></p> <p>Guiding Questions:</p> <ol style="list-style-type: none"> 1. What obstacles do you face? 2. What are other organizations doing? 3. Are the requirements of your job, programs or services changing? 4. What are the major challenges facing your organization? 5. Do you have financial problems? 6. Could any of your weaknesses seriously threaten your organization?