

## ASSESSMENT TOOL 1: SWOT ANALYSIS

### SWOT ANALYSIS<sup>1</sup>

Use a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis when looking at a community. After clearly identifying and reflecting on SWOT points, you will be better prepared for action.

SWOT ANALYSIS	
<u>STRENGTHS</u> How can I leverage them?	<u>WEAKNESSES</u> How can I minimize or eliminate them?
<u>OPPORTUNITIES</u> How can I capitalize on these while possibly eliminating weaknesses or threats?	<u>THREATS</u> Evaluate opportunities that can address the threats.

For more information:

Berman, Rob. (2016, March). *SWOT Analysis is a Powerful Yet Underutilized Tool*. Retrieved from Berman Partners: <https://www.spfhawaii.org/files/documents/SWOT-Analysis-is-a-Powerful-Yet-Underutilized-Tool-Berman-Partners-2016.pdf>

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<sup>1</sup>Assessment tool borrowed directly from <https://www.spfhawaii.org/files/documents/Strengths-Weaknesses-Opportunities-Threats.pdf>