

How to do a SWOT analysis

The process of identifying strengths, weaknesses, opportunities and threats will allow the District Health Management Teams develop the team in a way that builds on their strengths and opportunities while managing and eliminating their weaknesses and threats. The steps involved in a SWOT analysis are:

Step 1

Divide a large sheet of paper (such as a flip chart) into four quadrants as shown below:

Strengths	Weaknesses
Opportunities	Threats

Step 2

First, list all strengths that exist now and then all weaknesses that exist now. Be as realistic as possible. The facilitator should probe into responses for example, by asking what the District Health Management Team does well/poorly. Is there anything that could be done better than most other District Health Management Teams? What does the District Health Management Team do poorly? What should the group avoid, based on previous mistakes?

Step 3

List all opportunities that might exist into the future. Opportunities can be viewed as potential future strengths. Then, list all threats that exist in the future. Threats can be viewed as potential future weaknesses. The facilitator should probe into answers by asking questions such as where could the team find or create a competitive advantage. Are there any changes which you could use to your advantage (such as changes at regional or ministry policies, changes in population profiles in the district, change in demand for certain services)? What obstacles does the District Health Management Team face? What changes in policy may affect the group negatively? Are job roles/specifications changing?

Step 4

Review your SWOT matrix with a view to creating an action plan to address each of the four areas. In developing the action plan consider the following:

- Strengths need to be maintained or built upon
- Weaknesses need to be addressed, changed or stopped
- Opportunities need to be prioritised, built on and optimised
- Threats need to be avoided or minimized and managed