

SWOT Analysis

Strengths	Weaknesses
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Opportunities	Threats
• • • • • • • • • •	• • • • • • • • •

The SWOT analysis is commonly used in strategic planning exercises to identify the strengths and weaknesses of, and the opportunities and threats facing, your region. The SWOT analysis depicts 'internal' (strengths and weaknesses) and 'external' (opportunities and threats) factors, and can be used for decision-making in the future.

Working with your stakeholders, through such means as brainstorming sessions in small groups, generate a list under each of the above headings. Issues raised in the SWOT analysis should be listed according to their priority.