

SWOT Analysis Discussion Questions

<u>Internal</u>	<p><u>Strengths</u></p> <ul style="list-style-type: none"> • What are our resources – members, steward structure, officers, staff, AFT and the state AFT affiliate, the AFL-CIO? • What other resources do we have as a union – financial, structural? • What relationships do we have as a union? • What have been our past successes and what were the factors that made those achievements possible? • What advantages do we have? • What experience accrues to our benefit? • Other? 	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> • Do we lack resources? What are they? • Are we prepared? If not, how? • Are there relationships we should have that we do not? What are they? • When have we not succeeded and why? What weaknesses does this suggest? • What disadvantages do we face? • Are there gaps between what we think we can do and what we have done? • Other?
<u>External</u>	<p><u>Opportunities</u></p> <ul style="list-style-type: none"> • What situations or circumstances exist that work in our favor? • What vulnerabilities does the employer have? • What relationships do we have with stakeholders and allies? • What political, economic, social or technological factors present opportunities for our union and our members? • Other? 	<p><u>Threats</u></p> <ul style="list-style-type: none"> • What strengths does the employer have? • What obstacles do we face? • What political, economic, social or technological factors pose a problem for our union and our members? • Other?