


Contract Campaigns

Laying the Foundation – SWOT Analysis

Session 2


Before we build a plan, why analyze of our **strengths**, **weaknesses**, **opportunities** and **threats**?

- _____
- _____
- _____
- And, of course, the 7Ps!



A tool for planning – the SWOT analysis

- In a SWOT analysis **strengths** and **weaknesses** are internal factors.
- Whereas **opportunities** and **threats** are external factors.
- A SWOT analysis is a framework from which we analyze our union.
- It creates a basis for planning and decision-making.



SWOT – looking at internal and external factors

Internal	External
Strengths	Opportunities
Weaknesses	Threats

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SWOT factors

- **Strengths** - Characteristics that contribute to the ability of our union to achieve its goals and objectives.
- **Weaknesses** - Inadequacies that must be overcome if our union is to accomplish its goals and objectives.
- **Opportunities** - Favorable and advantageous situations and/or circumstances which currently exist that our union should take advantage of to achieve our goals and objectives.
- **Threats** - Potential danger from outside our union that could inhibit the achievement of our goals and objectives.

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Doing a SWOT analysis

- Work in groups.
- Consider the results of our PEST analysis.
- Use the handout for ideas.
- Be prepared to report out.

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Linking our SWOT analysis to the contract campaign

- How do we use our SWOT analysis in planning?
- What will we do differently as a result of conducting this analysis?

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In planning, we use the SWOT factors to:

Strengths	Build on, maintain, use, leverage.
Weaknesses	Acknowledge, remedy, remove
Opportunities	Optimize, use, build on, prioritize
Threats	Prepare, remove, counter, co-opt, fix

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Summary – session 2

- Before planning a campaign, it is important to understand our internal strengths and weaknesses.
- It also is important to understand the opportunities and threats we face externally.
- Doing a SWOT analysis lays the foundation for planning a contract campaign.

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