



Association Management, Consulting & Evaluation Services

Helping associations exceed member expectations.

Strategy / SWOT Matrix Tool

This tool provides a systematic approach to identifying strengths, weaknesses, opportunities and threats (SWOT) to assist the strategic planning process.

When you're done formulating your SWOT list, don't leave it on a flip chart or in some report never to be formally analyzed. A lot of work goes into generating this list, and yet many organizations do not adequately address the findings.

Information revealed in a SWOT analysis can be used to generate new/better strategies for your organization. By using a SWOT Matrix, you are able to formally analyze and make your strengths, weaknesses, opportunities and threats, a key component of your strategy.

Instructions: Take your top three SWOT items and insert them in the appropriate box in this chart. Then, proceed to fill in the matrix. An example is provided to give you an indication of how valuable this tool can be.

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Strategy / SWOT Matrix Example

Strengths (S)	List strengths	Opportunities (O)	List opportunities
Weaknesses (W)	List weaknesses	Threats (T)	List threats

<p>SO Strategies Use strengths to take advantage of opportunities</p> <p>WO Strategies Overcome weaknesses by taking advantage of opportunities</p> <p>ST Strategies Use strengths to reduce threats</p> <p>WT Strategies Minimize weaknesses and reduce threats</p>	Strengths - S	Weaknesses – W
	1 Strong financial resources	1 Declining membership
	2	2
	3	3
Opportunities – O	SO Strategies	WO Strategies
1 Pending legislation will increase activity for those in the associations market	1 Fund a Task Force to identify potential opportunities as a result of legislative changes.	1 Improve member products and services and invest in a marketing plan.
2	2	2
3	3	3
Threats - T	ST Strategies	WT Strategies
1 Former members are starting specialized associations.	1 Develop and deliver specialized services on a segmented basis as required.	1 Partner, compete or absorb the specialized associations.
2	2	2
3	3	3

Strategy / SWOT Matrix Worksheet

Strengths (S)	List strengths	Opportunities (O)	List opportunities
Weaknesses (W)	List weaknesses	Threats (T)	List threats

SO Strategies Use strengths to take advantage of opportunities WO Strategies Overcome weaknesses by taking advantage of opportunities ST Strategies Use strengths to avoid threats WT Strategies Minimize weaknesses and avoid threats	Strengths - S	Weaknesses – W
	1	1
	2	2
	3	3
Opportunities – O	SO Strategies	WO Strategies
1	1	1
2	2	2
3	3	3
Threats - T	ST Strategies	WT Strategies
1	1	1
2	2	2
3	3	3