

## Strengths, Weaknesses, Opportunities, Threats (SWOT) Association Questionnaire

**Instructions:** Work quickly, trust your first response and respond to all statements about your association, using the following scale:

- |                         |                      |
|-------------------------|----------------------|
| 1 = disagree strongly   | 3 = agree moderately |
| 2 = disagree moderately | 4 = agree strongly   |

If you have any questions while using this tool, please contact us at [info@amces.com](mailto:info@amces.com) to learn more today.

### STRENGTHS

- |  | <u>Rating 1-4</u> |
|--|-------------------|
| 1. The association's financial resources are adequate. | _____             |
| 2. Members regard us well.                             | _____             |
| 3. Our association is considered a leader.             | _____             |
| 4. The association operates effectively.               | _____             |
| 5. The committees and task forces operate effectively. | _____             |
| 6. We have access to economies of scale.               | _____             |
| 7. The association is technologically current.         | _____             |
| 8. We are innovators.                                  | _____             |
| 9. Effective cost and quality controls are in place.   | _____             |
| 10. Volunteers are many and the leadership is strong.  | _____             |

**TOTAL STRENGTHS** \_\_\_\_\_

### WEAKNESSES

- |   | <u>Rating 1-4</u> |
|---|-------------------|
| 1. The association's strategy is unclear.   | _____             |
| 2. Specialized staff support is limited.  | _____             |
| 3. Management lacks depth, skill or vision.   | _____             |
| 4. We have a poor track record for implementing strategy.                           | _____             |
| 5. Operating problems impair our ability to give reliable,<br>high-quality service. | _____             |
| 6. We are not investing enough in research and development.                         | _____             |

- 7. Our volunteers are limited and not focused. \_\_\_\_\_
- 8. Our products and services to members are too limited. \_\_\_\_\_
- 9. Our market image is weak. \_\_\_\_\_
- 10. We are too slow in responding to change. \_\_\_\_\_

**TOTAL WEAKNESSES** \_\_\_\_\_

**OPPORTUNITIES**

**Rating 1-4**

- 1. We could serve other groups and niches. \_\_\_\_\_
- 2. We can enter and be successful in new, possibly international markets. \_\_\_\_\_
- 3. Our products & services could be expanded or adapted to meet members' needs better. \_\_\_\_\_
- 4. We should be able to diversify our products and services line. \_\_\_\_\_
- 5. Our staff has untapped expertise. \_\_\_\_\_
- 6. We can form partnerships and alliances with others which will strengthen their position and ours. \_\_\_\_\_
- 7. Reinvestment and reallocation of resources to strategy is possible. \_\_\_\_\_
- 8. We can accelerate market growth for member services. \_\_\_\_\_
- 9. We can invest in training opportunities for added member value. \_\_\_\_\_
- 10. Products and services are in an optimal position in the life-cycle. \_\_\_\_\_

**TOTAL OPPORTUNITIES** \_\_\_\_\_

**THREATS**

**Rating 1-4**

- 1. New entrants are appearing in the market for members' services. \_\_\_\_\_
- 2. Technology is changing more quickly than we can respond to it. \_\_\_\_\_
- 3. The market is not growing. \_\_\_\_\_
- 4. Members could switch to substitute products and services. \_\_\_\_\_
- 5. Government is considering regulations that could increase our costs. \_\_\_\_\_
- 6. The economy is flat. \_\_\_\_\_
- 7. Our most skilled volunteers/employees are leaving the association. \_\_\_\_\_
- 8. Member needs are becoming more difficult to define and analyse. \_\_\_\_\_
- 9. The demographics of the population is changing in a way that may

reduce our market. \_\_\_\_\_

10. Our employees are skilled and adaptive. \_\_\_\_\_

**TOTAL THREATS** \_\_\_\_\_

*You may wish to keep track of your total ratings so you can compare to the group response later.*

Strengths\_\_\_\_Weaknesses\_\_\_\_ Opportunities\_\_\_\_ Threats\_\_\_\_

If you have any questions following your results from this tool, please contact us at [info@amces.com](mailto:info@amces.com) to learn more today.