



SWOT Analysis Worksheet

WHAT IS A SWOT ANALYSIS?

A SWOT analysis is a planning tool used to evaluate your organization's strengths, weaknesses, opportunities, and threats. It helps you understand your internal capabilities and external pressures so you can identify gaps, understand current abilities, plan effectively, and prioritize actions to improve. (Note: Strengths and Weaknesses outside your organizations control should not be included.)

STRENGTHS

These are what your organization does well internally. This can include attributes such as your brand reputation, workforce, readiness, or technology.

WEAKNESSES

These are areas where your organization struggles internally. This could include things like inefficient processes, aging infrastructure, resource constraints, or financial limitations.

OPPORTUNITIES

These are external ways to improve performance or expand growth. This could include technological innovation, building broader networks, strengthening existing partnerships, or outsourcing tasks that require specific skills/knowledge.

THREATS

These are external challenges that could hinder organizational goals or negatively impact the organization. This could include economic downturns, environmental events, consumer trends, or regulatory changes.

SAMPLE SWOT ANALYSIS

STRENGTHS		WEAKNESSES	
Experienced staff with strong community relationships.		Limited crisis response experience and knowledge.	
Good reputation with media.		No full-time communications staff.	
Communications processes mapped.		Haven't considered political or financial crisis scenarios.	
Regularly updated email lists.		Uncertain about approval processes for crisis communications.	
OPPORTUNITIES		THREATS	
Grant funding available for emergency planning.		Social media misinformation.	
Strong volunteer interest in community.		Political instability and larger economic impacts.	
AI tools to support crisis communications messaging, templates, etc.		Inability to reach/communicate with travellers from other regions of Canada or international visitors.	
Create a communications working group with local CDMOs, Visitors Centres, and RDMO.		Reputational damage and negative impact from an event in a neighbouring community.	



EXERCISE

SWOT MATRIX

Use this space to brainstorm your organization's current state.

STRENGTHS	WEAKNESSES



OPPORTUNITIES	THREATS