

A SWOT analysis is a great tool to evaluate an organization, a project or even a community. This tool helps groups organize their thoughts about starting a new initiative or working to change their existing organization or projects. A SWOT analysis examines both internal and external factors. Strengths and weakness are internally focused; opportunities and threats are externally focused. See the example below.

PROJECT:

Goldilocks and the three bears are considering a new community enterprise: They want to start a new community watch program. Here is their SWOT analysis:

	HELPFUL to achieving the objective	HARMFUL to achieving the objective
INTERNAL ORIGIN attributes of the organization	Strengths <ul style="list-style-type: none"> - Experience in break-ins - Experience in restorative justice - Know the community - Know the neighbors 	Weaknesses <ul style="list-style-type: none"> - Neither the bears nor Goldilocks have formal criminal justice training - No experience in community organizing
EXTERNAL ORIGIN attributes of the environment	Opportunities <ul style="list-style-type: none"> - Petty crime has been increasing - New leadership in the Fairytale Forest police department - Greater sense of community in the Fairytale Forest has spurred more community events - New Fairytale Forest Key Club is looking for community partners 	Threats <ul style="list-style-type: none"> - New private surveillance company has opened in Fairytale Forest - More community groups could mean tougher competition for volunteers and funding