

Assessing the Strengths, Weaknesses, Opportunities and Threats of your Community: SWOT Analysis

By analysing the Strengths, Weaknesses, Opportunities and Threats of your impact community, you can easily assess your current position and evaluate how best to move forward.

The following template can help guide your thinking process and inform your strategy. Your strengths are your tools, your opportunities are your goals, and your weaknesses and threats are areas to address and mitigate; they represent anything that could negatively affect your community. The risks and opportunities you will identify are the external factors you must bear in mind when setting goals.



Keep these in mind during your SWOT analysis:



Length:

Once you have generated ideas in each area, be sure to simplify the SWOT. It will be easier for your team to refer to it and use it in future.



Honesty:

It's important to be honest about weaknesses, and realistic about opportunities.



Specificity:

Make each point specific, not vague, to ensure the SWOT is a clear and accurate reflection of the status quo.



Optimism:

It's also important to celebrate strengths, and not spend too long dwelling on weaknesses without planning how to address them.

The Mesa is the first B2B community platform specifically designed to bring together philanthropists, inheritors and changemakers to learn, connect and give better. [Click here](#) to check out our other resources:



Do you have any follow up questions? Any feedback? Are you interested in knowing more about how you can ensure members in your community can be kept actively engaged and are thus likely to give more and better as a result of that? Get in touch with our team by contacting info@themesa.org.