

## SWOT Analysis Tool

A SWOT analysis will help you identify internal and external factors in the environment that can help with the development of your CoP's goals and objectives. Complete the SWOT analysis for your CoP's domain. Then use your results to help develop your SMART Objectives (via the [SMART Objectives Template](#)).

### Evaluate: SWOT Analysis Tool

State the idea/issue you are assessing: \_\_\_\_\_

Identify **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats (SWOT) for your CoP. The presence of weaknesses and threats are gaps to be addressed in planning, while the absence of strengths or opportunities clarifies the need for further planning or development before action is taken.

### Factors to Maintain

#### Internal

##### Potential criteria:

- Collective capabilities
- Morale, commitment, leadership
- Governance, participation norms, and defined roles
- Resources, funding, assets, people
- Experience, knowledge, data
- Innovative aspects
- Collaboration tools
- Accreditations, certification, requirements, mandates
- Processes, systems, IT, and communications
- Cultural, attitudinal, behavioural norms

#### Strengths

What does your CoP do well?

### Factors to Address

#### Weaknesses

In what ways is your CoP lacking?

#### External

##### Potential criteria:

- Political, legislative, and financial environment
- Stakeholder involvement
- Technology development and innovation
- Quality of partnerships
- Development of knowledge
- Uptake in disseminated knowledge or best practices
- Competing or synergistic efforts outside the CoP
- Trends in public health that may affect the CoP's work

#### Opportunities

What external factors help facilitate your CoP's activities?

#### Threats

What external factors hinder your CoP's activities?