



SWOT Analysis

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SWOT/OTSW Strategic Planning Process



Factors Internal
to program



Factors External
to program



Brainstorming Questions

- What **opportunities** exist in our external environment?
- What **threats** to the institution exist in our external environment?
- What are the **strengths** of our institution?
- What are the **weaknesses** of our institution?





SWOT: Internal Factors

- Strengths
 - Positive tangible and intangible attributes, internal to university.
 - They are within the university's control.





Strengths

- What do you do particularly well?
- What do you do that is unique in the “higher education landscape?”
- What do the community ask for you to do over and over again?
- What do you have the right tools/resources to accomplish?





Weaknesses

- Weaknesses
 - Factors that are within the university's control that weaken from its ability to attain the core goal.
 - Which areas might the university need to improve?





SWOT: External Factors

Opportunities

- External attractive factors that represent the reason for the university to exist and develop.
- What opportunities exist in the environment, which will propel the university?
- Identify them by their “time frames”





Opportunities

- Are there new situations coming down the road that you can take advantage of (new programs being offered, new faculty joining the department, new tools available to you)?
- Are there gaps in the “market” that you can fill?
- Are there partnerships that might be fruitful?





SWOT: External Factors

Threats

- External factors, beyond university's control, which could place the university mission or operation at risk.
- The university may benefit by having contingency plans to address them if they should occur.
- Classify them by their "seriousness" and "probability of occurrence".





Threats

- Who is your competitor and what do they offer that you can't do as well or at all?
- Are there "environmental" changes or situations that could cause problems for you and your programs?
- What other roadblocks are being thrown in your path?





Simple Rules SWOT Analysis

- Be realistic about the strengths and weaknesses of your university
- Distinguish between where your university is today, and where it could be in the future
- Be specific: Avoid gray areas.





Simple Rules SWOT Analysis

- Always analyze in relation to your university's core values, vision, mission, goals etc.
- Keep your SWOT short and simple.
- Avoid complexity and over analysis





SWOT (OTSW) MATRIX

Opportunities-external 1. 2. 3. 4. 5.	Threats-external 1. 2. 3. 4. 5.
Strengths-Internal 1. 2. 3. 4. 5.	Weaknesses-Internal 1. 2. 3. 4. 5.



Thank
You!!!