**2016 SWOT Analysis**

A SWOT Analysis is a quick way of examining your organization by looking at the strengths and weaknesses in relation to the opportunities and threats. By creating a SWOT Analysis, you can see all the important factors affecting the department together in one place.

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| **Strengths** | **Weaknesses** |
| Strengths refer to what the GCHD does well.***What do we want to build on?***Questions to ask:* What do you do well?
* What differentiates us from competitors?
* Why do clients come here?
 | Weaknesses refer to any limitations the GCHD faces in developing or implementing a strategy.***What do you need to shore up?***Questions to ask:* Where do you lack resources?
* What can you do better?
* Where are you losing money?
* In what areas do your competitors have an edge?
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| **Opportunities** | **Threats (Challenges)** |
| Opportunities are situations that exist but must be acted on if the GCHD is to benefit from them.***What do you want to capitalize on?***Questions to ask:* What new needs of clients could we meet?
* What economic trends could benefit us?
* What are the emerging political and social opportunities?
* What niches have your competitors missed?
 | Threats refer to external conditions or carriers that may prevent GCHD from meeting its objectives.***What do you need to mitigate?***Questions to ask:* What are the negative economic trends?
* What are the negative political and social trends?
* Where are competitors about to bite you?
* Where are you vulnerable?
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