**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? |
| **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? |