



# SWOT Analysis

Planning Office



**NEIGHBORHOOD  
ACADEMY**

# Topics to Cover :

- Overview of SWOT Analysis
- How to Conduct a SWOT Analysis
- How to Convert SWOT Analysis into Action
- Activity



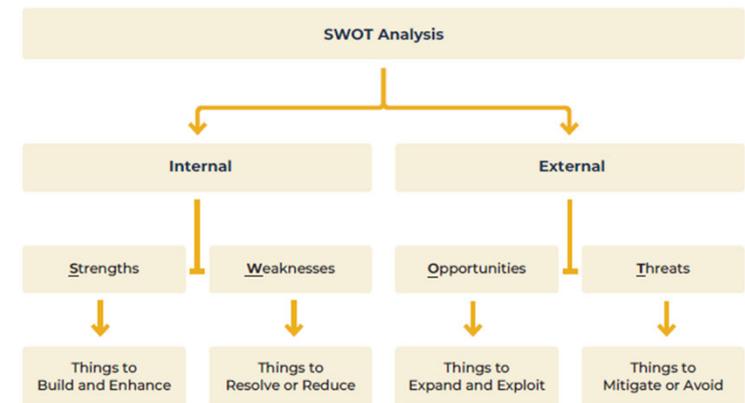
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Course Summary  
**SWOT ANALYSIS**



Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis:  
A technique you can use to measure four key aspects of a neighborhood, district, or area.

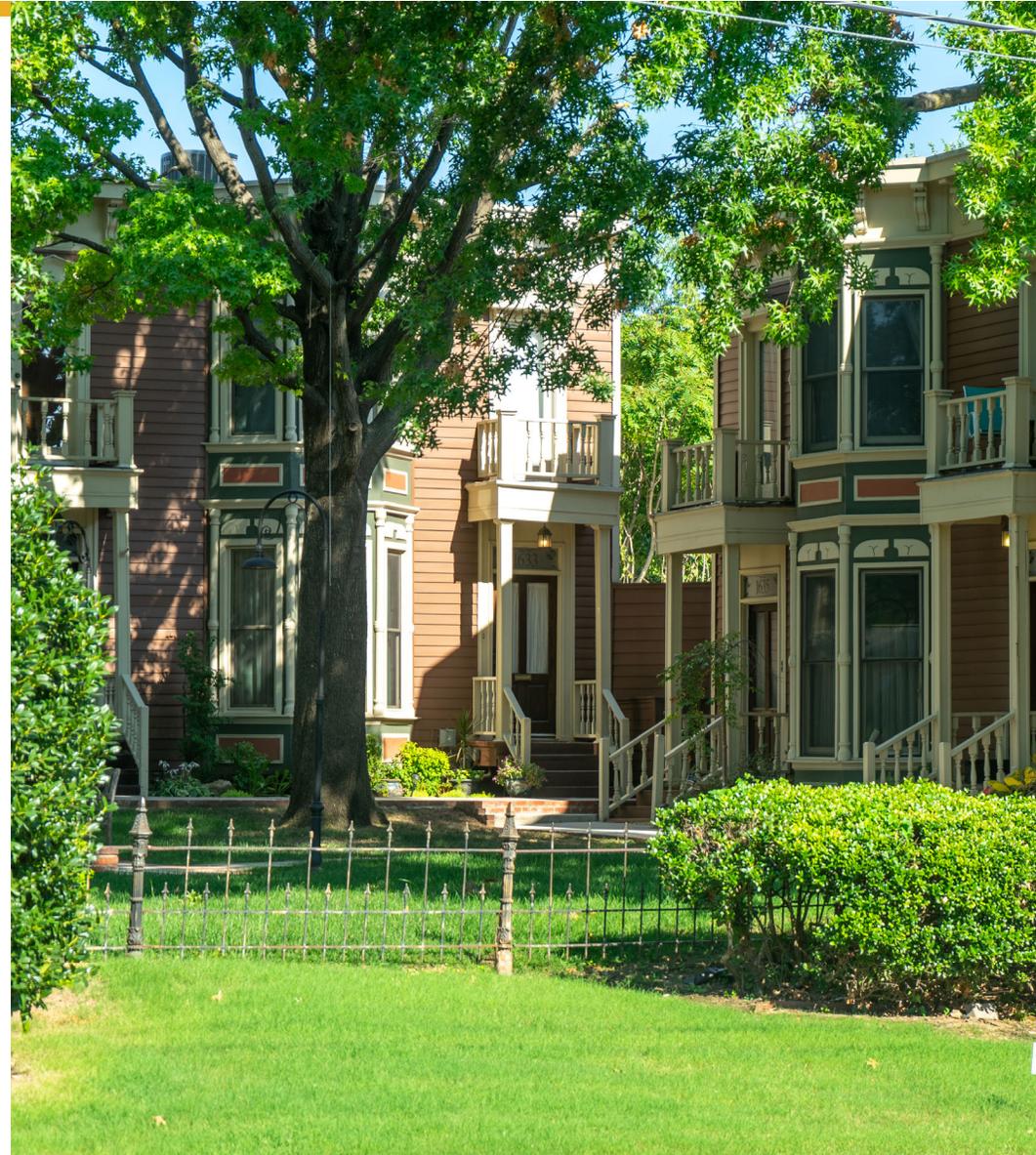


# What is a SWOT Analysis?



## SWOT stands for...

- Strengths
- Weaknesses
- Opportunities
- Threats



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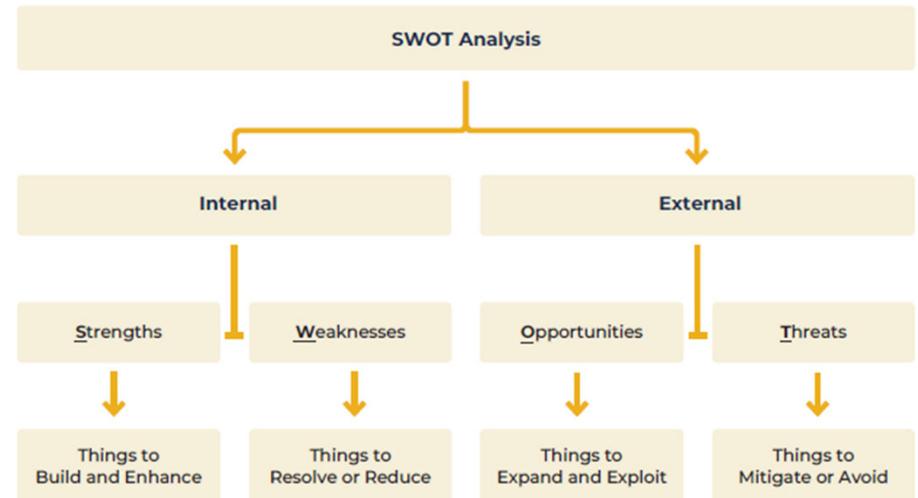
Excellent cheat sheet for the definitions of SWOT.

Be sure to reference it when we do our activity shortly.

## Course Summary SWOT ANALYSIS



Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis:  
A technique you can use to measure four key aspects of a neighborhood, district, or area.



# Benefits of SWOT Analysis



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**Challenge:** Helps to challenge assumptions or perceptions about your neighborhood or district.

**Uncover:** Uncovers issues and blind spots of the area in each of the four aspects of SWOT Analysis.

**Identify:** Helps to identify opportunities that you may not have previously consider or known about.

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# How to Conduct a SWOT Analysis



# Materials Needed

- Sticky notes (in 4 different colors)
- Pens
- Place to meet
- Wall or poster board to place sticky notes
- SWOT Analysis Presentation Slides



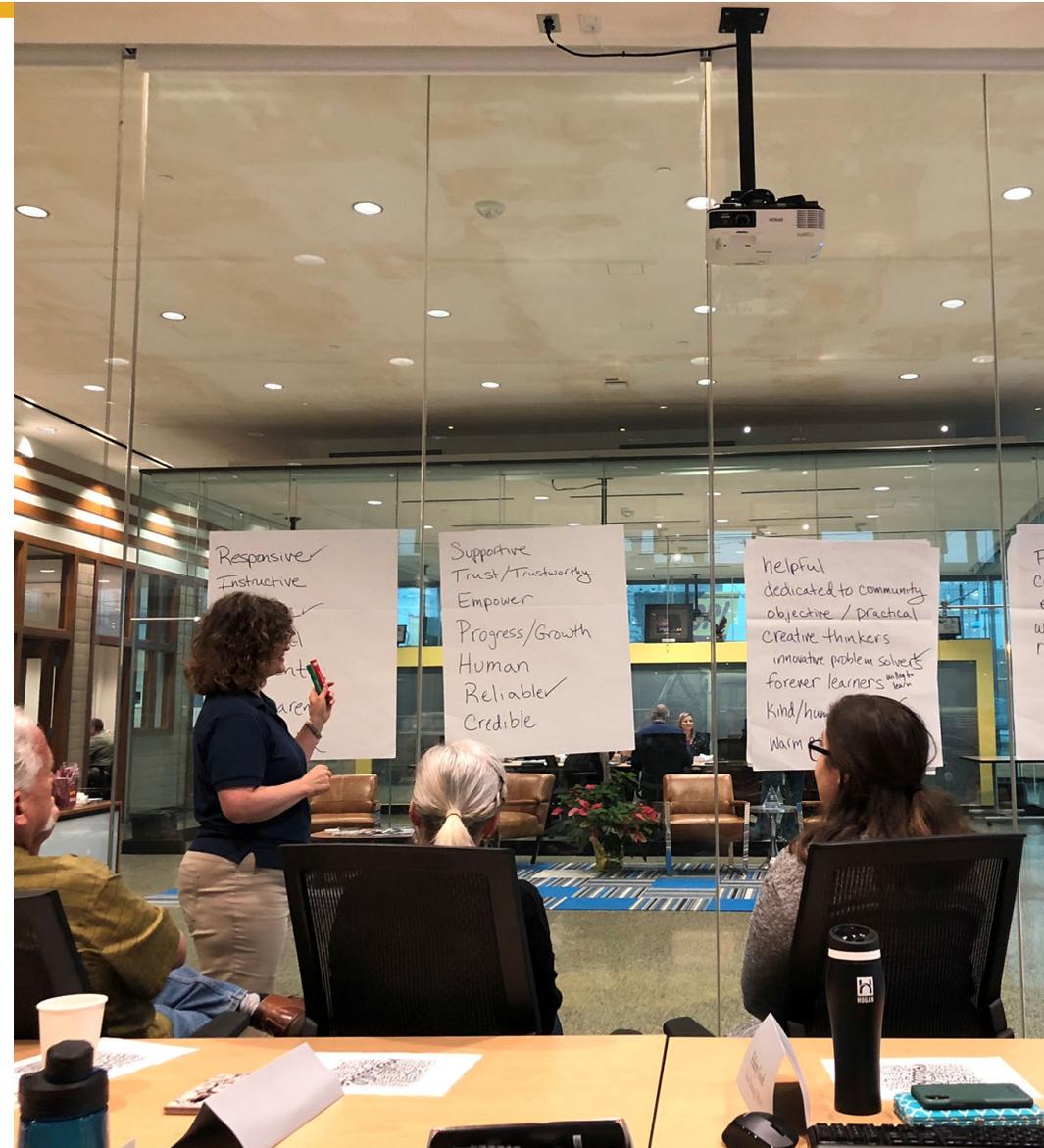
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## SWOT Analysis is conducted collaboratively with a group of people.

- Dedicate 2-4 hours for this activity
- Designate a facilitator to keep time
- Use the power point template to guide everyone through the activity



- **Make a list for each aspect. Use the SWOT prompts and questions to help guide you.**
  - Be Specific
  - Be Honest
  - Be Forward-Thinking
  - Be Realistic
  - Be Concise
- **Compare Lists side-by-side**
- **Prioritize which items on the lists that you will focus on**



# Template: SWOT Analysis Presentation

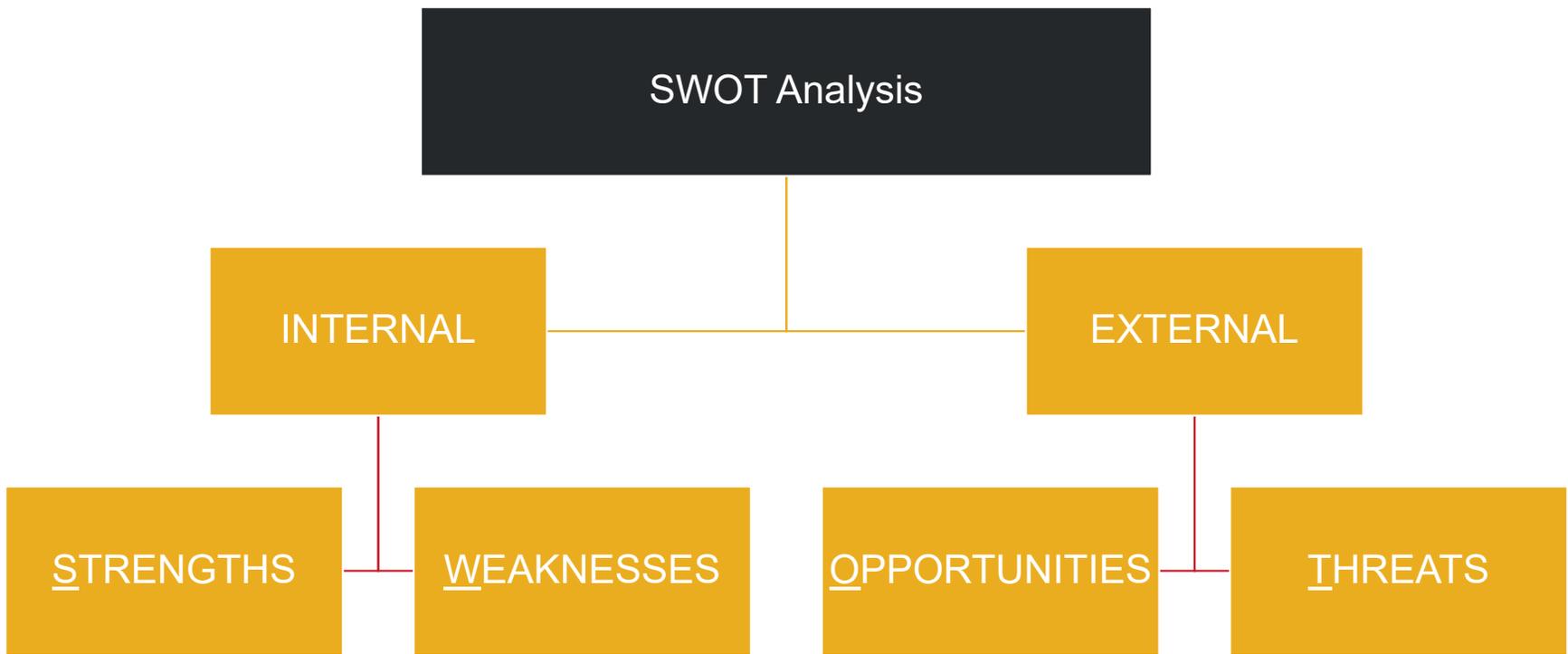


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# Strengths (internal)

## Build & Enhance

Strengths are things that your neighborhood does particularly well or that distinguishes you from other neighborhoods or areas.

Think about the advantages your neighborhood has over others.

- What does your neighborhood do well?
- What unique resources do you have?
- What do others see as your strengths?
- What attractions or landmarks are within your area?



# Weaknesses (internal)

## Resolve & Reduce

Weaknesses, like strengths, are inherent features of your neighborhood so focus on your resources, infrastructure, assets, businesses, and attractions (or lack thereof).

Think about what you could improve and the sorts of projects, practices, programs, policies, etc. that your neighborhood should avoid.

- What could your neighborhood improve?
- Where do you have fewer resources than others?
- What are others likely to see as weaknesses?



# Opportunities (external)

## Exploit & Expand

Opportunities are openings or chances for something positive to happen, but you'll need to claim! They usually arise from situations outside of your neighborhood and require a future mindset.

Think about good opportunities that you can exploit immediately. They don't need to be game-changers (even small advantages can increase your neighborhood's competitiveness). Opportunities can be policy, funding, grants, capital improvements, etc.

- What opportunities are open to your neighborhood or area?
- What trends could you take advantage of?
- How can you turn your strengths into opportunities?
- What are neighborhoods you view as vibrant and thriving doing?



# Threats (external)

## Avoid & Mitigate

Threats include anything that can negatively affect your neighborhood or area from the outside, such as private developments, extreme weather, shifts in funding, or a shortage of resources.

Threats can be obstacles your neighborhood faces.

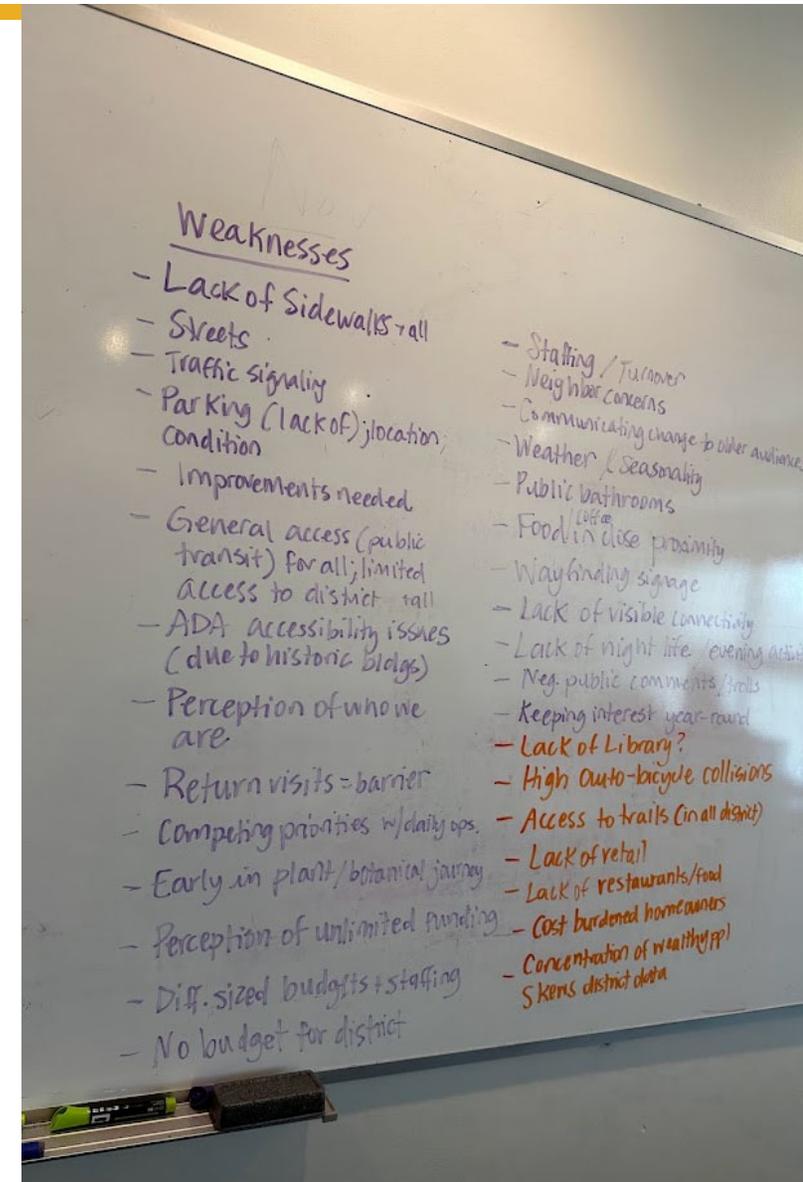
- What threats could harm your area?
- What threats do your weaknesses expose to your neighborhood?
- What trends threaten your neighborhood?
- What obstacles continue to stop or slow positive change in your neighborhood?



# Wrapping up the SWOT Analysis

## Next Steps

- Review your conclusions based off each list
- Identify research needed
- Assign tasks
- Schedule a follow up meeting to turn the SWOT analysis into action
- Snap a photo of each list. Transcribe list into word document or spreadsheet.

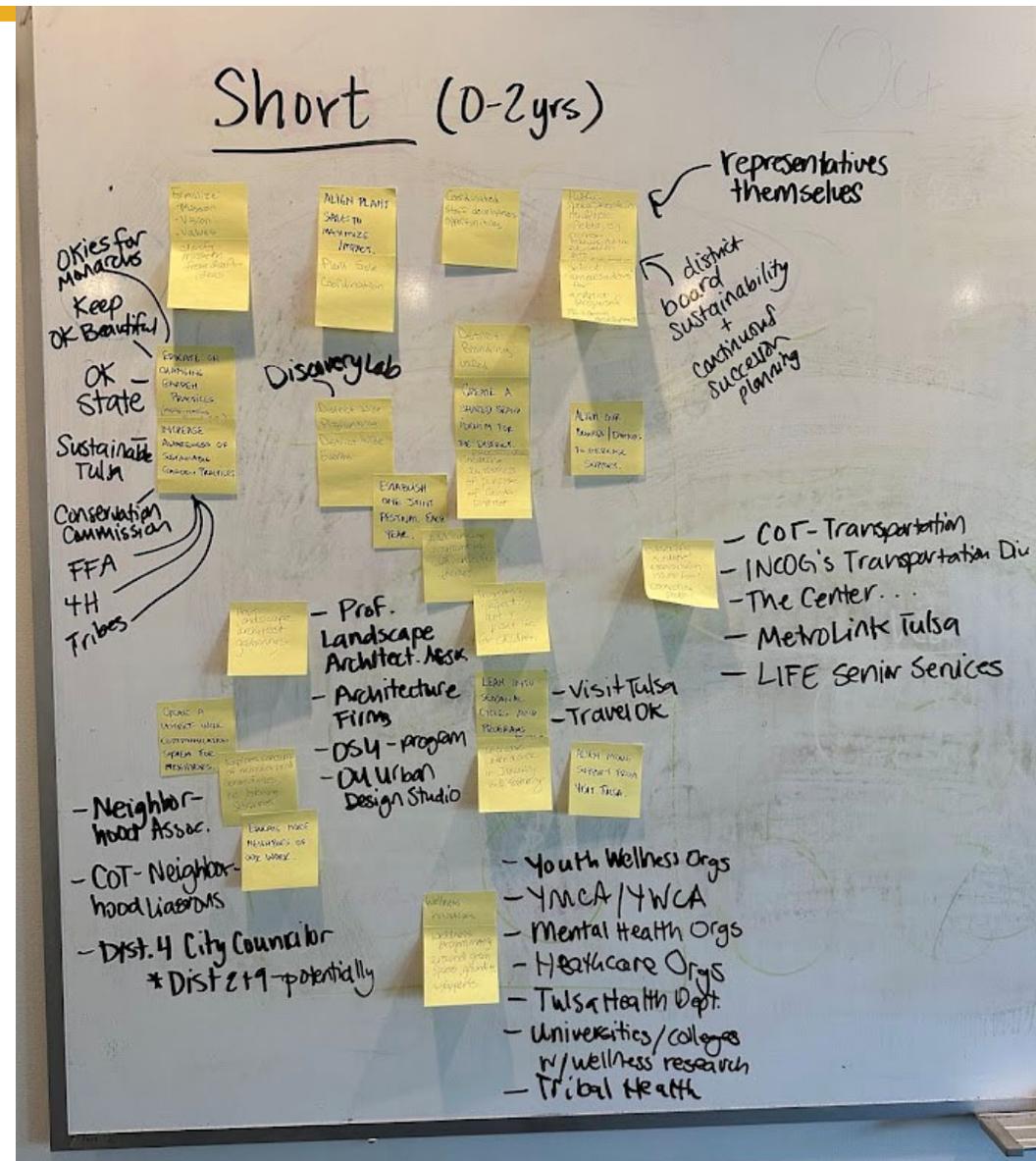


# Converting SWOT Analysis into Action & Planning



## Use Results to:

- Understand your neighborhood better
- Set goals
- Identify projects
- Advocate for policy or other neighborhood level change
- Plan for long-term growth of your neighborhood
- Create action plans
- Strengthen your neighborhood association



# Activity: SWOT Analysis



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# Questions?



**What's next?**



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# What's next?

## Plans & Partnerships

- ✓ Local Businesses & Nonprofits
- ✓ Volunteers
- ✓ SWOT Analysis
- Mapping Your Neighborhood
- Neighborhood Conditions Index (NCI)

**THANK YOU**

