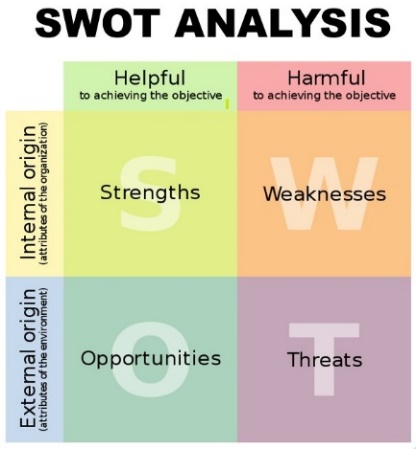


**SWOT Analysis**

**Community Questions to Stimulate Ideas!**



Source: Wikipedia

[SWOT analysis - Wikipedia](https://en.wikipedia.org/wiki/SWOT_analysis)

**Internal Origin External Origin**

**S**

**Strengths**

+

Things to build on

Things your community does well

What are your unique resources?

Qualities that separate you from your competitors

Internal resources such as skilled and knowledgeable staff

Tangible assets in your community

What do others see as your strengths?

Original source: WordStream [How to Do a SWOT Analysis (with Examples)](https://www.wordstream.com/blog/ws/2017/12/20/swot-analysis)

These questions have been modified for Community Brainstorming.

Things to minimize

Emerging competitors

What threats could harm your community?

What threats do your weaknesses expose to you?

Are there changing regulatory issues?

Things to explore

Are there underserved markets?

Emerging needs for your community

What trends could you take advantage of?

What don’t you have that would make our community better?

How can you turn your strengths into opportunities?

Things to overcome

What could you improve?

Things your community lacks

Things your competitors do better than you

Where do you have fewer resources that others?

What are others likely to see as your weaknesses?

**W**

**Weaknesses**

**O**

**Opportunities**

**T**

**Threats**