



SWOT ANALYSIS CONCLUSIONS

What do we do now?

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MAIN OBJECTIVES

SWOT ANALYSIS



4 TYPES OF CONCLUSIONS

- **REJUVENATE**



START NEW CLUBS

- **REVITALIZE**



NEW MEMBERS

SWOT MATRIX

What is it? How do we use it?

Definition of matrix: something within or from which something else originates, develops, or takes form

INTERNAL	STRENGTHS	WEAKNESSES
EXTERNAL	OPPORTUNITIES	THREATS

The SWOT analysis matrix helps in the development of 4 types of strategies by the Team.

4 STRATEGIES

- **STRENGTHS-OPPORTUNITIES (SO)**
 - Use internal strengths to take advantage of external opportunities
- **WEAKNESSES – OPPORTUNITIES (WO)**
 - Improve internal weaknesses making use of external opportunities
- **STRENGTHS – THREATS (ST)**
 - Use internal strengths to reduce effect of external threats
- **WEAKNESSES – THREATS (WT)**
 - Elimination of internal weaknesses to combat external threats

STRENGTHS – OPPORTUNITIES

• STRENGTH

- Several club members are well versed in social media and actively assist club members with understanding how technology works.

• OPPORTUNITY

- Use club member's expertise to develop club marketing and public relations.

Take the strength and **convert** it into the use of the open opportunity that is available.



WEAKNESSES OPPORTUNITIES

- **WEAKNESSES**

- Club has a history of non-inclusion of new members causing them to leave the club.

- **OPPORTUNITIES**

- Club leadership makes it a priority to make time available for session on the importance of developing relationships with others.

Take the weakness and turn it around using the available opportunity

STRENGTHS – THREATS

• STRENGTH

- 50% of the club members are proficient in technology which includes the ability to set up and/or participate in meetings and online training.

• THREAT

- The COVID-19 Pandemic which virtually eliminated all group meetings not only threatened club stability but make the recruitment of members much more difficult.



Take the strength and use it to cancel out the threat.

WEAKNESSES – THREATS

• WEAKNESS

- A club with a membership of only ten members, is experiencing real challenges. Primarily due to having only five active members trying to keep the club alive. The remaining five members attend meetings sporadically and have low participation in activities.

• THREAT

- Disbanding of the club and inability to serve due to lack of members.

Eliminate the weakness to combat the threat.

LIMITATIONS TO SWOT ANALYSIS

Overlapping of strengths and weaknesses

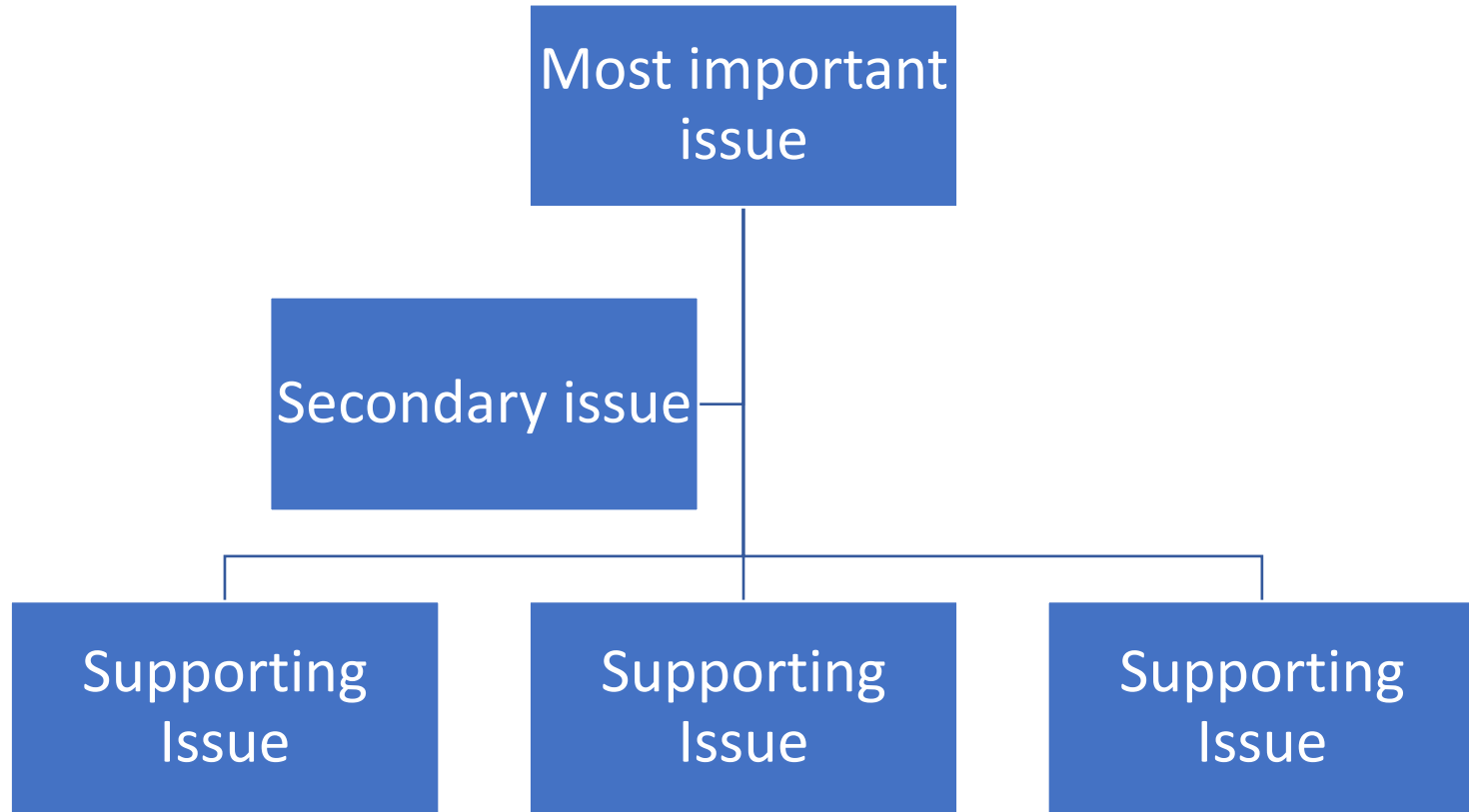
SWOT does not show how to achieve objectives

SWOT is static – doesn't show changes

Factors listed can be over emphasized

Certain correlations between external and internal factors that are not addressed

WEIGHTED SWOT ANALYSIS CONCLUSIONS



SUMMATION

- Be truthful and thorough when creating your SWOT Analysis
- Be creative and aggressive when trying solutions
- Beware of limitations and work around and beyond them
- Reassess your SWOT after trying different strategies to adjust for any changes.

Questions?

