

SWOT ANALYSIS

Chapter Name: _____ Date: _____

SWOT ANALYSIS



A SWOT Analysis is a method used to reflect and evaluate **Strengths**, **Weaknesses**, **Opportunities**, and **Threats**. This activity is important to identify what the chapter does well, and where improvements are needed to ensure the chapter's success going forward.

From the results of your SWOT Analysis, you will be able to identify some key steps / goals / improvements that are needed. This information, plus additional goals the chapter wants to achieve related to AACN's mission and vision should then be incorporated into the chapter's Annual Operating / Work Plan (also referred to as a strategic plan). Chapters with the greatest success are those that develop and actively use an operating / work plan.

Another form of a SWOT analysis is PDCA – plan, do, check, act. If you are more comfortable with that format, then use it instead. You can find information and tools at www.pdca.org.

(continued on next page)

Problem:
(If you're using the SWOT Analysis to identify a specific problem, list it here)

Strengths:
Reflect on questions such as the following and add your own questions you want to answer.

• What is your chapter's biggest strength?	
• Do you consider your chapter leadership team strong? Why?	
• What does your chapter offer to its members that make it worthwhile to belong to your chapter? What's in it for them?	
• Are your chapter members active and engaged?	
• Do you have a broad membership base?	
• Do you have any regular chapter programs targeted toward education?	
• Additional strengths:	
•	
•	
•	
•	

Weaknesses:

• What is your chapter's biggest weakness?	
• What can be improved?	
• What necessary expertise / manpower do you currently lack?	
• Does your chapter have adequate money in its treasury?	
• Are only a small handful of chapter members active in your chapter?	
• Additional weaknesses	

Weaknesses:	
•	
•	
•	
•	
Opportunities:	
• What is your chapter's biggest opportunity?	
• What trends might impact your chapter?	
• What external changes or factors present interesting opportunities?	
• Additional opportunities	
•	
•	
•	
•	
Threats:	
• What is your chapter's biggest threat?	
• What obstacles do you face?	
• What are other chapters doing that yours is not?	
• What challenges can be turned into opportunities?	
• Are external economic forces affecting your chapter?	
• Additional threats	
•	
•	
•	
•	

Threats:	
What needs to happen to ensure our chapter's health and success?	
List any issues with which the chapter needs guidance.	

Created and approved by the Chapter Board on (date) _____ Chapter President: _____

****Email copy to your AACN Chapter Advisor.**