

10. What is a SWOT analysis in planning?

One of the many tools that you can use to analyse an organisation is called a SWOT analysis. Some practitioners now call it a SWOC analysis, preferring to replace the 'T' with a 'C' for 'Challenges'.

S	=	Strengths
W	=	Weakness
O	=	Opportunities
T	=	Threats

Strengths and Weaknesses refer to things inside your organisation. At any institution or organisation that is undergoing a process of planning, the emphasis is on building on Strengths and addressing Weaknesses. Planning is the basis of organisational improvement and should be a focus for Council members who need to have a clear picture of the situation within the organisation.

Opportunities and Threats refer to things outside your organisation, its context or environment. While you do not have direct control over these things, your plans need to take them into account.

[Answer to FAQ 10, The NQF and Strategic Governance, the NQF Gateway]