**SWOT & PESTLE ANALYSIS**

The SWOT (Strengths, Weaknesses, Opportunities, Threats) and PESTLE (Political, Economic, Social, Technical, Legal, Environmental) are both simple assessment techniques used to explore community context and political climate. You can use these tools to brainstorm in various stages of your planning.

Instructions:

* Choose the tool(s) that best fits your situation and bring together a group to brainstorm.
* SWOT supports consideration of specific issues and/or activities.
* PESTLE supports consideration of various factors that impact your program/ activity.

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| Program/Activity: *(insert issue/initiative to be analyzed)*  Date:  participants: *(insert those involved in the process)* | |
| **Positives** | **Negatives** |
| * *List the positives of the program/activity* | * *List the negatives of the program/activity* |

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| **SWOT ANALYSIS**  Program/Activity: *(insert issue/initiative to be analyzed)*  Date:  participants: *(insert those involved in the process)* | | | |
| **Internal**  What are the strengths and weaknesses? | | **External**  What are the opportunities and threats facing it? | |
| Strengths | Weaknesses | Opportunities | Threats |
| * *What is the strength of the program/activity?* * *Will these strengths assist you in achieving program outcomes?* * *What conditions will support/enhance the success of the program* | * *What is the weakness of the program/activity?* * *What are the organizational weaknesses?* * *Will these weaknesses hinder you in achieving program outcomes?* | * *What external factors help facilitate your organization’s/ program’s activities?* * *What can you do to respond to this opportunity?* | * *What external factors hinder your organization’s/ program’s activities?* * *What can you do to respond to this threat?* |

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| **PESTLE Analysis**  Program/Activity: *(insert issue/initiative to be analyzed)*  Date:  participants: *(insert those involved in the process)* | | | | |
| FACTORS |  | **Implications and importance** | | |
| **Analysis of** **Factors**  Include a list of things affecting the subject or issue in each of the factors | **Potential Impact**  H – High  M – Medium  L – Low  U – Undetermined | **Opportunity or Threat?**  O – Opportunity  T – Threat | **Relative Importance**  Critical  Unimportant  Unknown |
| Political |  |  |  |  |
| Economic |  |  |  |  |
| Social |  |  |  |  |
| Technological |  |  |  |  |
| Legal |  |  |  |  |
| Environmental |  |  |  |  |

**Summarize next steps based on SWOT and/or PESTLE analysis.**

**Next Steps:**

* What are the most relevant items listed in each category?
* What are the major issues you intend to change? What must be maintained?
* What should be included in your action plan and/or program’s strategies?

**References:**

1. Managing Change in the NHS: <http://www.communitytherapy.org.uk/changemanagement_review.pdf>
2. The Community Toolbox: <http://ctb.ku.edu/en/tablecontents/sub_section_main_1049.aspx>
3. THCU: Situational Assessment Guide <http://www.thcu.ca/infoandresources/resource_display.cfm?search=%20search&res_sub_topicid=32>

Adapted with permission from:

Peel Program Planning and Evaluation User Guide & KFL&A Program Planning Framework