Evaluation Planning Brief: SWOT Analysis

SWOT Analysis is a framework used for analyzing the strengths, weaknesses, opportunities, and threats to a project or an organization. For evaluation, it can be a useful tool to reflect on a project.

SWOT Analysis Overview

The SWOT analysis is a framework used to help a person or organization identify strengths, weaknesses, opportunities, and threats. For an evaluation, it can be a useful framework to use with groups (or individuals) to facilitate reflection. The simplicity of the SWOT framework enables evaluators to use them at various times and for various purposes such as:

- To gather reflections during a program

- To gather initial reflections after a program ends

- To help identify and clarify evaluation questions, identifying areas for further data collection or investigation

SWOT Framework

The most important thing to remember when using the SWOT framework is that **Strengths** and **Weaknesses** are internal aspects, things that can be controlled by the program or activity. **Opportunities** and **Threats** are external aspects, outside of the control of the program and determined by the program's environment.

Strengths
What are the internal strengths of your project/ intervention?

Weaknesses
What are the internal weaknesses of your project/ intervention?

Opportunities
What are the opportunities of external conditions?

Threats
What are the threats of external conditions?

SWOT Analysis Process

Facilitation

The SWOT framework is best completed through facilitated discussion with a group of stakeholders. Define the objective of the activity and what specifically you would like the stakeholders to reflect on or analyze using the SWOT framework. Is the reflection on the entire program? One particular activity within the program?

Consider making the activity interactive, encouraging individual reflections that are then shared and discussed as a group.

Analysis

Look for instances where internal strengths are complemented with external opportunities. Additionally, identify points at which internal weaknesses are matched by corresponding external threats.