**THE QUESTIONS YOU NEED TO ASK WHEN DOING A SWOT ANALYSIS**

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|  | SWOT ANALYSISInternal External |
| Positives |  **STRENGTHS** |  **OPPORTUNITIES** |
| * What advantages does your association have?
* What do you do better than anyone else?
* What unique or lowest-cost resources can you draw upon that others can't?
* What do people in your market see as your strengths?
* What factors mean that you "get the sale"? (or increased membership in softballs case)
* What is your association's [**Unique Selling Proposition**](http://www.mindtools.com/pages/article/newTMC_11.htm) (USP)?

Also, if you're having any difficulty identifying strengths, try writing down a list of your association's characteristics. Some of these will hopefully be strengths!When looking at your strengths, think about them in relation to your competitors. For example, if all of your competitors provide high quality products, then a high quality production process is not a strength in your association's market, it's a necessity. | * What good opportunities can you spot?
* What interesting trends are you aware of?

Useful opportunities can come from such things as:* Changes in technology and markets on both a broad and narrow scale.
* Changes in government policy related to your field.
* Changes in social patterns, population profiles, lifestyle changes, and so on.
* Local events.

**Note:** A useful approach when looking at opportunities is to look at your strengths and ask yourself whether these open up any opportunities. Alternatively, look at your weaknesses and ask yourself whether you could open up opportunities by eliminating them. |
| Negatives |  **WEAKNESSES** |  **THREATS** |
| * What could you improve?
* What should you avoid?
* What are people in your market likely to see as weaknesses?
* What factors lose you sales?

Again, consider this from an internal and external basis: Do other people seem to perceive weaknesses that you don't see? Are your competitors doing any better than you? It's best to be realistic now, and face any unpleasant truths as soon as possible. | * What obstacles do you face?
* What are your competitors doing?
* Are quality standards or specifications for your job, products or services changing?
* Is changing technology threatening your position?
* Do you have bad debt or cash-flow problems?
* Could any of your weaknesses seriously threaten your business?
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**SWOT ANALYSIS TEMPLATE**

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|  | SWOT ANALYSISInternal External |
| Positives |  **STRENGTHS** |  **OPPORTUNITIES** |
|  |  |
| Negatives |  **WEAKNESSES** |  **THREATS** |
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