

APPENDIX F: SWOT ANALYSIS TOOL

Three Branch Approach: SWOT Analysis Tool*

An analysis of strengths, weakness, opportunities and threats (SWOT) will help you identify internal and external factors that can facilitate the development of your state's goals and strategies. Complete the SWOT analysis for your branch or agency. Then, use your results to help develop your Specific, Measurable, Attainable, Relevant and Timely (SMART) goals.

Evaluate: SWOT Analysis Tool

Identify strengths, weaknesses, opportunities and threats for your state with regard to the issue you want to address in your three-branch approach. Weaknesses and threats are gaps to be addressed in planning; the absence of strengths or opportunities clarifies the need for further planning or development before action is taken.

	Factors to maintain	Factors to address
<p>Potential internal criteria</p> <ul style="list-style-type: none"> • Collective capabilities. • Morale, commitment and leadership. • Governance, participation norms and defined roles. • Resources, funding, assets and people. • Experience, knowledge and data. • Innovative aspects. • Collaboration tools. • Accreditations, certification, requirements and mandates. • Processes, systems, information technology and communications. • Cultural, attitudinal and behavioral norms. 	<p>STRENGTHS What does your organization or branch do well?</p>	<p>WEAKNESSES In what ways is your work lacking?</p>
<p>Potential external criteria</p> <ul style="list-style-type: none"> • Political, legislative and financial environment. • Stakeholder involvement. • Technology development and innovation. • Quality of partnerships. • Development of knowledge. • Uptake in disseminated knowledge or best practices. • Competing or synergistic outside efforts. • Trends in child welfare that may affect the team's work. 	<p>OPPORTUNITIES What external factors help facilitate your organization or branch's activities in this space?</p>	<p>THREATS What external factors hinder your activities?</p>

*Adapted from Alan Chapman 1995-2006.