

Module 2: Profiles

—●— SWOT Analysis

What is the tool

SWOT is an acronym for **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats. It is a tool to identify and assess an organisation's internal strengths and weaknesses, as well as its external opportunities and threats, to support decision-making and strategy development.

Why use this tool

It is a useful tool for a deeper analysis of the most important internal and external factors affecting the talent development landscape of a footballing organisation. Keep in mind that strengths and weaknesses are factors analysed within the organisation and are factors that they control (internal), while opportunities and threats are factors that impact the organisation and are within its sphere of influence but outside their direct control (external).

When to use this tool

This tool can be used during the development of strategic plans to evaluate the organisation's current position and to formulate strategies that leverage strengths, mitigate weaknesses, capitalise on opportunities, and defend against threats. This tool can be applied to understand the internal and external factors that could impact success, which will guide the planning and resource allocation processes.

How to use this tool

To use the SWOT analysis tool, consider the following categories:

Strengths – things that the organisation does particularly well or that distinguish them from others

Weaknesses – things that the organisation could improve or that others are doing better

Opportunities – openings or areas outside the organisation that they might be able to exploit for positive change

Threats – areas that might negatively affect the organisation from the outside

By considering and analysing each of these categories, you can develop strategies that leverage strengths, address weaknesses, capitalise on opportunities, and mitigate threats, ensuring a comprehensive approach to strategic planning and decision-making.

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Strengths

What do you do well?

What unique resources can you draw on?

What do others see as your strengths?

Weaknesses

What could you improve?

Where do you have fewer resources than others?

What are others likely to see as weaknesses?

Opportunities

What opportunities are open to you?

What trends could you take advantage of?

How can you turn your strengths into opportunities?

Threats

What threats could harm you?

What is your competition doing?

What threats do your weaknesses expose to you?

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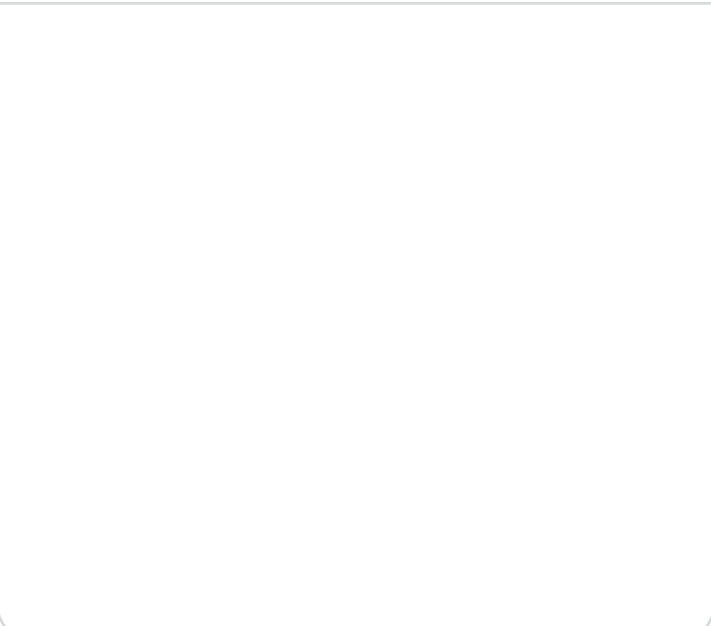
Strengths



Weaknesses



Opportunities



Threats

