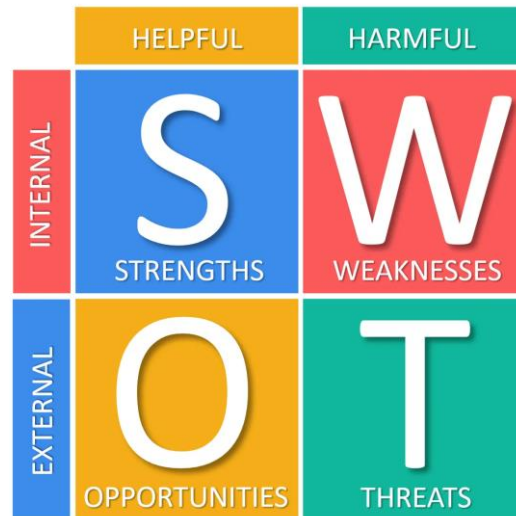


SWOT Analysis Tipsheet

A SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is a proven method for assessing and identifying factors of your practice or clinic as you prepare to orient and integrate learners.



Elements of SWOT

- Strengths – Internal Factors that are likely to have a positive effect on (or be an enabler to) achieving your objectives
- Weaknesses – Internal Factors that are likely to have a negative effect on (or be a barrier to) achieving your objectives
- Opportunities – External Factors that are likely to have a positive effect on achieving or exceeding your objectives, or goals not previously considered
- Threats – External Factors and conditions that are likely to have a negative effect on achieving the clinic's objectives or making the objective redundant or unachievable.

Conducting the Analysis

- SWOTs are most effective when conducted in groups as brainstorming sessions
- If possible, have an independent person lead the session
- Record the session so that you can capture everything verbatim – but be sure to ask permission so that participants feel comfortable sharing ideas and disclosing perceived weaknesses and threats
- Suggested questions for each factor can be found on the following page
- Analyze your findings and use them to inform your action plans
- The goal of identifying threats and weaknesses is not to neutralize them immediately, but to have them on your radar as you plan

Suggested SWOT Questions

<p style="text-align: center;">Strengths</p> <p>How does our clinic excel?</p> <p>What sets our site apart from other nursing sites?</p> <p>What unique/important learning opportunities can we offer to learners?</p>	<p style="text-align: center;">Weaknesses</p> <p>What obstacles do we face on a daily basis?</p> <p>Are there logistical problems with integrating learners?</p> <p>What are the areas that we need to work on?</p> <p>In what areas do we need more training?</p>
<p style="text-align: center;">Opportunities</p> <p>What could learners add to our patient care?</p> <p>How is nursing changing? How can we add to that change?</p> <p>How can we turn our strengths into learning opportunities?</p>	<p style="text-align: center;">Threats</p> <p>What obstacles do we face?</p> <p>Could any of our weaknesses prevent us from integrating learners successfully?</p> <p>Do we have any policies that may conflict or complicate integrating learners?</p>