

# [INSERT CLUB NAME HERE] – STRATEGIC PLANNING TOOL

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## SWOT Analysis

A SWOT analysis is a strategic planning tool which can be used to identify a club's strengths, weaknesses, opportunities, and threats. It's a useful exercise which can feed information to the club's priorities and objectives.

### Strengths

Strengths highlight what the club most values and wants to maintain. They are your competitive advantages that you want to make the most of.

### Weaknesses

Weaknesses refer to what the club wants to work on. These are shortcomings that will need to be included in your priority areas.

### Opportunities

Opportunities are to be exploited and can be presented as new technology and systems, training programs, partnerships, fundraising ideas, and ways to encourage more members and volunteers.

### Threats

Threats are usually out of the club's control and are external factors that could cause problems for the club. An example of a threat could be the loss of a major sponsor or the loss of players to other clubs. Big threats include climate change, the changing nature of sport (formal versus informal), and an ageing volunteer base.

## SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats