

# SWOT analysis

**Best Start**  
**Best Life**

Use this SWOT analysis template to get a clear picture of your top strengths, weaknesses, opportunities, and threats as you look to expand your program hours. For example, you might consider including your relationships with families and your approach to cultural inclusion or that there is an opportunity for an educator at your service to become degree-qualified as 'strengths'.

This template can help you identify the tasks you need to work on to achieve your desired change outcomes. Repeating a SWOT analysis from time to time can help you keep track of your change narrative as it progresses.

## Strengths

Characteristics of your service  
that give you an advantage

## Weaknesses

Characteristics of your service  
that place you at a disadvantage

## Opportunities

Elements in your environment  
that you could develop to your advantage

## Threats

Elements in your context  
that could create problems