

SWOT Matrix - used in risk identification

A SWOT (strengths, weaknesses, opportunities and threats) is a useful tool to analyse the environment and establish current issues and future risks. It may be beneficial to involve your key stakeholders when conducting this type of analysis.

	Helpful to achieving objectives	Harmful to achieving objectives
Internal Origin	<ul style="list-style-type: none">• What are our strengths?• What do we do well? <p>S</p>	<ul style="list-style-type: none">• What are our weaknesses?• What don't we do well? <p>W</p>
External Origin	<ul style="list-style-type: none">• What are the opportunities we can leverage?• What is going on around us that may be useful? <p>O</p>	<ul style="list-style-type: none">• What are the threats to achieving success?• Who and what might cause us problems in the future and how? <p>T</p>