

Interplay of SWOT

SWOT grid: Using this grid, look at the interrelationship of your PARTNERSHIP'S external opportunities and threats and its internal strengths and weaknesses and assess possible short-term and long-term organizational responses.

Major Opportunities

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Major Threats

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Primary Strengths

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Invest: Clear matches of strengths and opportunities lead to comparative advantage.

Defend: Areas of threat matched by areas of strength indicate a need to mobilize resources either alone or with others.

Primary Weaknesses

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Decide: Areas of opportunity matched by areas of weakness require a judgment call: invest or divest; collaborate.

Damage Control: Areas of threat matched by areas of weakness indicate need for damage control.

(Source: Adapted from Kevin P. Kearns: "From Comparative Advantage to Damage Control: Clarifying Strategic Issues Using SWOT Analysis," *Nonprofit Management and Leadership*, Vol. 3, No. 1, Fall 1992. © 1997 Support Center for Nonprofit Management.