

How would a SWOT analysis that pushes you to think "inside the box" help you move "outside of the box"? Provide an example of how a SWOT analysis could have helped a person, an organization/agency/business, or a community.

SWOT Analysis - STRENGTH, WEAKNESS, OPPORTUNITY, THREAT

A SWOT analysis is a useful framework allowing a better understanding of an organization's strengths, weaknesses, opportunities, and threats. This model allows researchers to focus on already existing factors within an organization to identify possible ways to approach outside endeavors. With a better understanding of what an organization does well, it offers a clearer approach to noticing weaknesses, minimizing risks, and possible advantages for future success. A SWOT analysis offers organizations a chance to critically analyze all internal factors to develop an ideal plan to leverage strengths and opportunities, while minimizing weaknesses and threats. For instance, existing strengths could be used to minimize potential threats if used appropriately. Thus, "inside the box" thinking can provide increased success for "outside the box" action steps and results.

A SWOT analysis could still help the Rise Up organization. This fairly new Chattanooga organization is focused on teaching at-risk foster youth independent living skills to better prepare them for young adulthood. A SWOT analysis could focus on the strengths and weaknesses of the already employed workers, resources, organizational partners, and the potential youth that the organization continues to recruit, as well as threats and opportunities for program success. Then, the organization can brainstorm ways to minimize the threats and weaknesses by the already existing strengths of the organization. The organization may likely be able to reveal positive forces that work together to minimize these potential problems, setting the organization up for increased success. An example could be utilizing partnerships with other community programs to provide the extensive curriculum and a well-rounded variety of educational independent living skills classes.