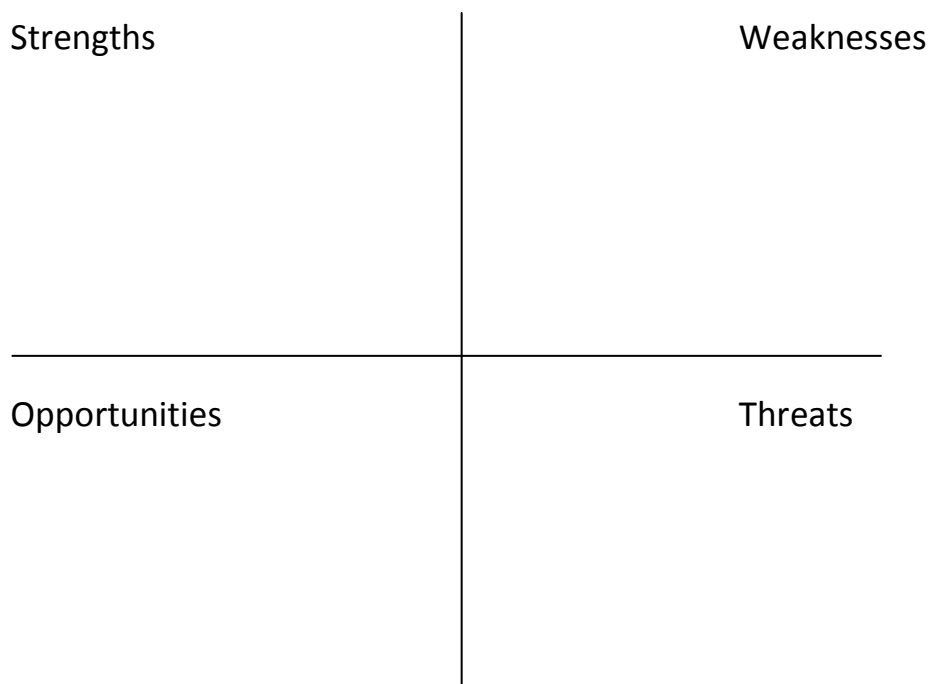


SWOT ANALYSIS AND SELF-REVIEW

A SWOT analysis is designed to take a broad look at an Area - where it has been and where it is going. Considering all aspects of provision (strategy, management, organisation, resources, facilities, service, research, teaching etc.) what are the strengths? What are the weaknesses? Are there new opportunities arising? Are there any threats to the realisation of strategic goals and optimum operation? Current data on various aspects of the Area should inform the SWOT analysis. A facilitated brainstorming activity with all Area members, if possible at an away day, is a very good way to begin the SWOT analysis. Normally the SWOT analysis is not included in the Self-Assessment Report (SAR) but it will inform the review and the Terms of Reference. It is sometimes helpful to look at the SWOT analysis as a matrix:



Through this matrix it sometimes becomes apparent that specific areas may be creating conflicts that prevent achievement of goals, or that there are similar issues in more than one cell of the matrix which need to be addressed by the Review.