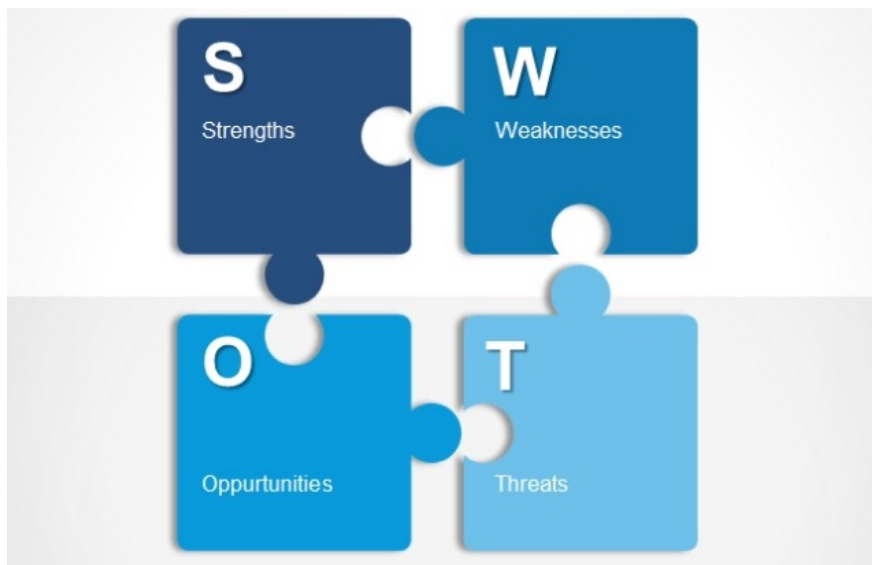## SWOT Analysis

SWOT Analysis is a useful technique for understanding your Strengths and Weaknesses, and for identifying both the Opportunities open to you and the Threats you face.

How to Use the Tool?

Originated by Albert S Humphrey in the 1960s, the tool is as useful now as it was then. You can use it in two ways – as a simple icebreaker helping people get together to "kick off" strategy formulation, or in a more sophisticated way as a serious strategy tool.

Tip:

Strengths and weaknesses are often internal to your organisation, while

opportunities and threats generally relate to external factors.

SWOT analysis of an

ambulance service learning environment

Strengths	Weaknesses
• Variety of incidents • Real life scenarios • Exposure to possible future employer • Exposure to all elements of role • positive motivated students • putting theory into practice • good mentor relationship • good colleague relationships • exposure to equipment / drugs / vehicles/ radio systems/ EPRF/ documentation • exposure to "what the job is" before committing full time	• Sometimes lack of variety or appropriate jobs to enable planning or sign off • difficult staff • unmotivated students may set bad example for future students • potential toxic mentorship • poor social skills cause difficulties • poor action planning • lack of commitment to action plans • ? shift system
Opportunities	**Threats**
• inclusion in service education programmes • ability to interact with other stakeholders • fire / police / hospital visits • to basically try before you buy - for all concerned - student and employer	• Control management of crew whilst student with them • Meeting operational demands • general public • assaults • May put student off committing to role. • student may not display employability traits whilst as a student

Example of one…...

Strengths

- What advantages does your organisation have?

- What type of jobs to you go out to?

- How are your relationships?

- Are you experienced in practice education?

Also, if you're having any difficulty identifying strengths, try writing down a list of your organisation's characteristics. Some of these will hopefully be strengths!

When looking at your strengths, think about them in relation to your work ethic, character and how you are working with others.

Weaknesses

- What could you improve?

- What should you avoid?

- What are people likely to see as weaknesses?

Again, consider this from an internal and external basis: Do other people seem to perceive weaknesses that you don't see? It's best to be realistic now, and face any unpleasant truths as soon as possible.

Opportunities

- What good opportunities can you spot?

- What interesting trends are you aware of?

Useful opportunities can come from such things as:

- Changes in technology.

- Changes in government policy related to your field.

- Changes in social patterns, population profiles, lifestyle changes, and so on.

- Local events.

A useful approach when looking at opportunities is to look at your strengths and ask yourself whether these open up any opportunities. Alternatively, look at your weaknesses and ask yourself whether you could open up opportunities by eliminating them.

Threats

- What obstacles do you face?

- Are quality standards or specifications for your job, products or services changing?

- Is changing technology threatening your position?

References

https://www.mindtools.com/pages/article/newTMC_05.htm