

# S.W.O.T TABLE



Having completed the photo voice element of the project it is now time for you as a Community Enterprise Coach to use your analysis to complete this table and an action plan.

The following table has been organised by asset/deficit type and factors to consider when identifying your community's strengths, weaknesses, opportunities and threats.

A community asset could be described as the collective resources which individuals and communities have at their disposal; those which can be leveraged to develop effective solutions to promote social inclusion and improve the health and well-being of citizens. Assets include organisations, associations and individuals. (<https://www.understandtogether.ie/Get-involved/Community-activation/>)

A deficit is an amount by which a resource, especially money, falls short of what is required.

Remember that the purpose of performing a SWOT analysis is to reveal positive forces that work together and potential problems that need to be recognised and possibly addressed. (Global Journal of Community Psychology Practice, Vol 6, Issue 1 Jun 15 2015)

Asset/Deficit Type	Factors to Consider	Strength	Weakness	Opportunity	Threat

Asset/Deficit Type	Factors to Consider	Strength	Weakness	Opportunity	Threat

# ACTION PLAN



Once you are happy with your SWOT analysis, you need to develop an action plan. Use the table below to help you with this.

Area of concern/ identified need	Proposed Action	Who will do this?	Time frame	Action completed? Y/N	What next?