

# SWOT Analysis Template for a Research Organisation

Name of Organisation.....

## *examples*

Strong in our core capabilities  
Positive organisation culture  
Effective international alliances  
Multiple private sector links  
Strong research infrastructure  
Valued national/international standing  
High financial reserves  
Good access to high quality graduates  
Strong links to the industry/profession  
Astute political awareness  
Strong links to the public sector  
Clear alignment with University strategic direction  
High demand from students

## **Strengths**

A capability or capacity significantly better than similar organisations

## **Weaknesses**

An issue that is within our control that will restrict our growth and may harm us if we do not address

## *examples*

Gaps in capability  
Lack of performance in a key area  
Financial vulnerability  
Lack of access to good students  
Lack of a demanding industry voice  
Poor processes and systems  
Lack of prep of succession into key positions  
Lack of alignment to University strategic plan  
Where our competitors win over us in attracting people and resources  
Poor mentoring /induction  
Destructive internal competition  
Lack of niche positioning

## *examples*

Industry trends

- New products and services
- New markets
- Technology development

Tertiary sector trends  
Demand for your capabilities  
Global influences  
Govt policy, legislations  
Industry and lifestyle trends

## **Opportunities**

If we respond appropriately to these happenings that are out of our direct control it will benefit our organisation

## **Threats**

If we ignore these events or happenings they are likely to adversely impact upon our organisation

## *examples*

Political issues  
Environmental issues  
Successful competitor actions  
Changes in market demand  
Health concerns  
Loss of key staff  
Economy  
Insurmountable weaknesses