

**For more information on what each field means, read through [the instructions](#) below.*

Team SWOT Analysis	
Team/Department:	
Objective:	
Strengths	Weaknesses
Opportunities	Threats

Actionable Strategies	
Strengths	Weaknesses
Opportunities	Threats

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Instructions

Step 1: Define your team/department's objectives. Be specific, so you can focus on what's the most relevant. For example, it could be increasing sales or finishing a project within an allocated budget.

Step 2: Conduct a SWOT analysis. Consider the following questions under each category:

- **Strengths**

1. What unique skills or talents does our team possess that sets us apart? (Ex. strong problem-solving skills, exceptional client communication skills)
2. Which team accomplishments are we most proud of, and why? (Ex. achieved the highest customer satisfaction rating in the company, launched a new product ahead of schedule)
3. What aspects of our work environment contribute most to team motivation? (Ex. flexible work hours, transparent communication from leadership, etc.)

- **Weaknesses**

1. In which areas does our team struggle or lack confidence? (Ex. meeting tight deadlines, adapting to new technology)
2. What recurring issues or challenges hinder our productivity or morale? (Ex. uneven workload distribution, inefficient decision-making processes)
3. Are there any skills or resources our team is missing that could improve our performance? (Ex. training in emerging industry trends, dedicated creative brainstorming space)

- **Opportunities**

1. What upcoming projects or changes can energize our team? (Ex. cross-department collaborative initiative)
2. Are there any emerging trends in our industry that we could leverage for growth? (Ex. rise of AI, increasing demand for sustainable products)
3. How can we better utilize individual team members' strengths? (Creating mentorship programs to share expertise, rotating leadership roles for different projects)

- **Threats**

1. What external factors (competition, market changes, etc.) could negatively impact our team's motivation or performance?
2. Are there any internal issues (lack of resources, communication problems, etc.) that might undermine our team's effectiveness?
3. What potential changes in our organization or industry might cause stress or uncertainty for our team? (Ex. rumors of company restructuring, cultural changes due to rapid scaling)

Step 3: Each strength, weakness, opportunity, and threat has a different impact and degree of occurrence. Analyze which ones need immediate focus or have a significant impact on your team goal/objective. Write them on the SWOT analysis template above.

Step 4: Use the insights you got from the analysis and take time to brainstorm actionable strategies. Write your answers on the Actionable Strategies template.

Step 5: Create an action plan using [SMART \(Specific, Measurable, Achievable, Relevant, Time-bound\) goals](#)