**SWOT Explanation with Community Collaboration at Core of Analysis**

**Strengths and Weaknesses**

Internal factors that influence the work of SOAR like financial resources, human resources, facilities, equipment, processes and systems.

This can include agency/community/systems culture, certifications, reputation, and leadership.

It is important to remember that what constitutes a strength or weakness depends on the objectives being assessed. An element could be a strength in one instance and a weakness in another context depending on how it affects your objectives.

In general, we are looking for what characteristics give SOAR an advantage or disadvantage over others in achieving the objective. Strengths focus on what the consortium excels at; Weaknesses stop an organization from performing at its optimum level. They are areas where we need to improve to move the bar on the big outcomes.

**Opportunities and Threats**

External factors that influence the consortium may include outside funding, demographics, political climate and will, and other factors.

The analysis can help identify new opportunities and areas for improving the work of SOAR, areas we may need to grow in, as well as issues that could hinder the efforts of SOAR.

*External factors are typically outside of your control.* Anticipating these factors early can help your team plan ahead and stay flexible when they occur. Part of the analysis is to examine how external opportunities and threats relate to internal strengths and weaknesses in order to determine whether an objective is even attainable and create an action plan and related strategies.

Opportunities refer to favorable external factors that could give SOAR ways to move the needle.

Threats refer to factors that have the potential to harm an organization or process. In the case of SOAR, threats may include systems change or systems with barriers that are difficult to overcome that impede the work you are trying to achieve.