

ACCESS

*African Center for Career Enhancement
and Skills Support*

SWOT | Information Sheet

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 **ACCESS**

SWOT - INTRODUCTION



STEP 1
Internal Analysis



STEP 2
External Analysis



STEP 3
Action Plan

Short Introduction

The abbreviation "SWOT" stands for Strengths, Weaknesses, Opportunities and Threats. The analysis is primarily used for the subsequent strategic planning of an institution. The SWOT analysis helps institutions to first determine their position (internally and externally).

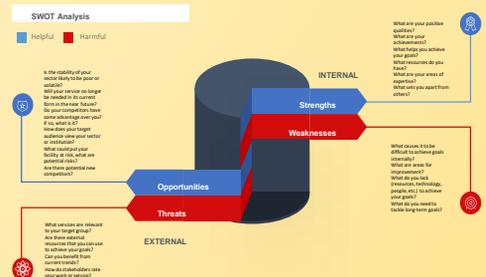
Subsequently, the aim is to develop strategies for optimizing relevant activities. SWOT analysis is originally used as a component of a business plan. Utilized adaptively you can benefit from this analysis in any kind of situation and with deviating scope. Using the analysis, you can identify strengths and weaknesses of your institution. This also involves subsequently determining the existing opportunities and risks. The scope or relevant factors you like to integrate are up to you and based on your predefined goals.

STEP 1 & 2 | Internal and environment analysis

To define and establish these 4 categories, it is useful to get a more detailed picture by answering a series of questions. These questions not only allow a more precise positioning, but also provide a similar baseline if several persons are involved in the process.

It is recommended to start as broadly as possible and then narrow down the field of action according to significance and feasibility. The involvement of a variety of people, divergent hierarchies and possibly neutral external persons is crucial for the most honest assessment of those categories.

The internal and external analysis goes along with a concrete formulation of **goals** and a thorough examination of the **current situation**. It is essential to be distinct about what you want to examine and develop (**Scope**), and which stakeholders and work segments have a relevant role for the assessment.



Strengths and Weaknesses are part of the internal environment (e.g. financial, human, technical and organizational resources). Don't be too literal. Consider the full range of your strengths and anything that prevents you from performing at a desirable level.

Opportunities and Threats represent the external environment. These include economic, political, social, cultural and technological influencing factors. The opportunities are understood in such a way that one has full control over them, while the threats are affects which one has very little to none control over.

The goal is to establish a **baseline** with those categories. The subsequent steps will be a combination of those categories to develop **strategies** or **specific actions**.

STEP 2 - TRANSLATION



STEP 3 | Development of strategies and measures

In the next step, the respective overlaps are filtered, which are then presented in the SWOT matrix. The SWOT matrix shows the opportunities that can be further developed and specifies the threats against which the institution should protect itself in order to use its strengths, as well as those weaknesses that should be covered for with the same intention. For this purpose, the following combinations are specifically sought. After this you are defining which initiatives and measures can be derived from the them.

SWOT - MATRIX



After the SWOT analysis has been created, the strategy for the institution can be defined and the necessary measures can be derived. Depending on the overall goals it is often advisable to concentrate on concrete measures to initialize certain strategic shifts or developments which can be build on through future steps.

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