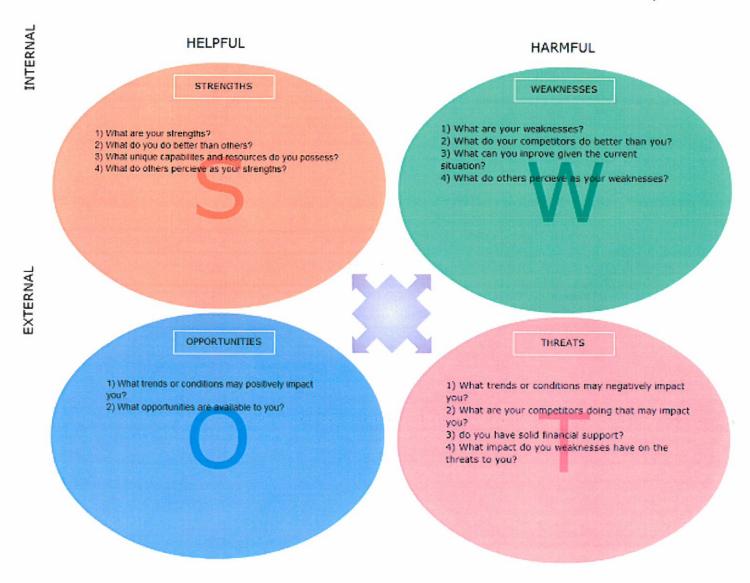
When planning a project it is important to learn about the internal and external factors that can affect the project. There are some excellent strategic planning methods that you can use analyze all these factors. SWOT analysis and PEST analysis are two of the most frequently used planning methods. Below is a brief introduction to both methods and a comparison of SWOT analysis vs PEST analysis.

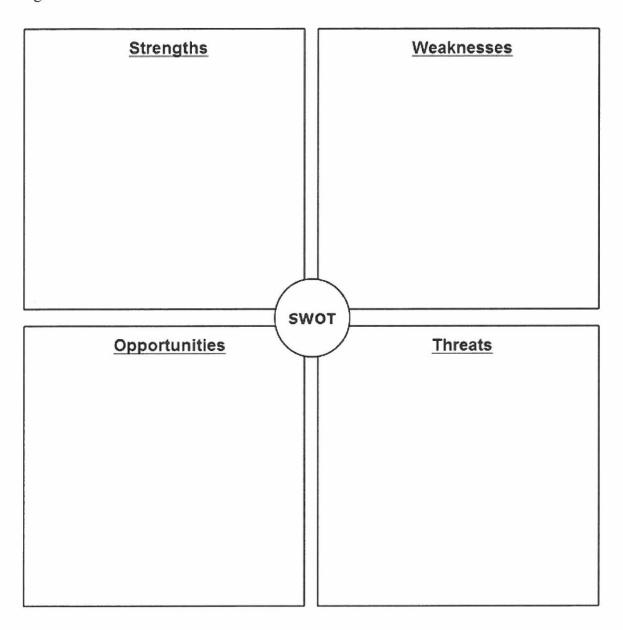
What is SWOT Analysis?

SWOT when broken down simply means analyzing the:

- Strengths The advantages you have over the competition concerning this project.
- Weaknesses The disadvantages you have internally compared with your competitors.
- Opportunities Current external trends which are waiting to be taken advantage of.
- Threats External movements which may cause a problem and have a negative impact on your business.

Sometimes SWOT is referred to as SLOT, where weaknesses are names as liabilities. By working through each of these points it is possible to identify any internal disadvantages or advantages which could benefit or hinder the outcome of a planned project. In addition to evaluating the state internally this method is also able to identify the external factors which could also make a difference to the success or failure of a project. Creately has an excellent collection of SWOT analysis templates which you can download for free or modify online.





SWOT ANALYSIS FOR A NON GOVERNMENT ORGANIZATION

HELPFUL HARMFUL

STRENGTHS

- · Organization's mission and vision
- · Human resources & inhouse skills
- Strong relationships with government, partners and stakeholders
- Past and ongoing activities and application of best practices/lessons learnt
- Experience at national and grassroot level work
- Good coordination and monitoring/evaluation mechanisms
- Stable sources of finances

WEAKNESSES

- Funding problems
- · Under staffing and weak human resouce policies
- · Weak organizational mandate
- · Gaps in coordination and M&E
- · Lack of systematic operations in the organization
- Weak management

SWOT

OPPORTUNITIES

- · Political will and encouragment
- Supportive external and relevant thematic policies/laws
- Support from donor agencies and other sectoral organizations
- · Good community response
- · Favourable distribution of resources
- Support from media and advocacy organizations

THREATS

- · Government restictions and lack of political will
- Security problems for e.g. war, disappearances, abductions of aid workers
- · Detrimental external policies
- Lack of interest and attitudinal problems at the community level
- · Lack of access to target groups and locations
- Sustainability problems due to lack of funding
- Anti-NGO approaches by media and advocacy organizations