**Step 5: Internal IDEA SWOT Analysis**

**SWOT Analysis:**

A SWOT analysis is a strategic planning technique used to identify strengths, weaknesses, opportunities and threats related to business or project planning.

The internal IDEA SWOT analysis provides councils an opportunity to engage in collective conversation around IDEA goal setting and find agreement around intended outcomes.

Using the IDEA Strategic Imperatives, conduct an internal SWOT Analysis with your board and staff. Determine where your council can expand on strengths and opportunities, address weaknesses and eliminate threats to becoming an inclusive, diverse, equitable and accessible organization. Below are some prompts to guide the process. Please refer to pages 2-3 of the SWOT Activity in the Council Build Back Plan for further information on how to complete a SWOT Analysis or reach out to the Council IDEA Strategic Advisor at idea@girlsontherun.org.

**Threats**

Which IDEA Strategic Imperatives are we currently not addressing that pose a concern for our council?

What are those concerns and how can we solve for them?

**Opportunities**

Where are our greatest opportunities to diversify perspectives and experiences within our council?

What new relationships and partnerships do we need to build to advance IDEA work?

How can we be of service to our new partners?

**Strengths**

Which of the IDEA Strategic Imperatives are we currently addressing well?

What unique strengths does our board and staff possess to advance IDEA work at our council?

**Weaknesses**

Which IDEA Strategic Imperatives are we not currently addressing that we need to prioritize?

What does our board and staff lack in terms of diversity and knowledge that would help to advance IDEA work at our council?