



## Tool 2: Risk management

# Strengths, weaknesses, opportunities and threats (SWOT) analysis

This example shows how a SWOT analysis can be used by trustees to help identify and assess the risks associated with entering into a new partnership with another organisation to carry out the charity's purposes.

<p><b>Strengths:</b> attributes of the partner, project or activity that will help to achieve the objective or improve the outcome.</p>	<p><b>Weaknesses:</b> attributes of the partner, project or activity that might cause problems, be harmful to the quality of the outcome, or potentially prevent the objectives from being achieved.</p>
<p><b>Opportunities:</b> conditions or resources which could be used to help achieve the objectives, or which could help to improve the outcome.</p>	<p><b>Threats:</b> events or conditions which could restrict the achievability of the objectives, or which could damage the quality of the outcome.</p>