

# SWOT ANALYSIS

A SWOT Analysis is a simple technique to support organizational understanding and planning.

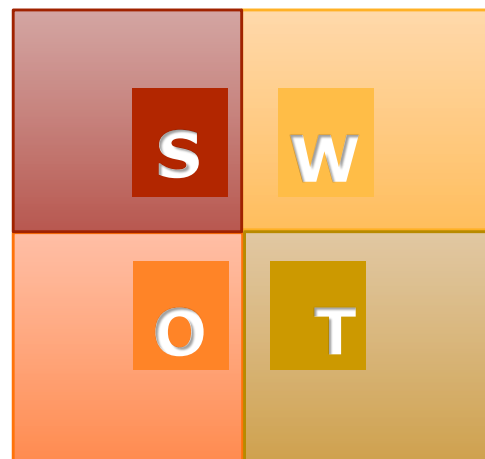
**Strengths** are assets internal to the department (e.g. people, funding, policies)

**Weaknesses** are internal characteristics that make equity-oriented care difficult

**Opportunities** are external initiatives, people or organizations or events for promoting equity

**Threats** are external factors that inhibit equity

<https://www.managementstudyguide.com/swot-analysis.htm>



First brainstorm ALL of the strengths of your department you can think of. You will build on these.

Next, work your way through the Weaknesses, Opportunities and Threats, using the questions that follow as guides.

As you go, identify goals for improving equity-oriented care.

# EQUITY-ORIENTED SWOT ANALYSIS

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## **Strengths (internal)**

- Advantages
- Experience, knowledge
- Unique characteristics
- Resources
- Geographical advantage, location
- Competence, capabilities
- Quality, reputation

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## **Weaknesses (internal)**

- Disadvantages
- Gap in experience, knowledge
- Financial aspects
- Reliability and trust
- Loss of key staff
- Geographical factors

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## **Opportunities (external)**

- Strategic alliances, partnerships
- Initiatives aligned with equity goals
- Innovation and technology development

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## **Threats (external)**

- Loss of alliances and partners
- Competition for resources
- Competition for attention of staff

# EQUITY-ORIENTED SWOT ANALYSIS: EXAMPLE QUESTIONS

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>•Does your organization have an explicit commitment to equity?</li> <li>•Do staff patient ratios support optimal care?</li> <li>•Are there processes to link patients with shelter, food, clothing?</li> </ul>	<p><b>S</b></p>	<p><b>W</b></p>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>•Do staff have flexibility to spend more time with people based on need?</li> <li>•Are patients frequently frustrated?</li> <li>•Do staff bear the brunt of patient frustration?</li> <li>•Do the spaces available make privacy difficult? Safety?</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>•Training available about how to counter discrimination</li> <li>•Harm reduction beyond 'supplies' (e.g. do people have safe spaces to use?)</li> <li>•Training on TVIC and 'empathy based' de-escalation</li> <li>•Broader health authority commitment to Indigenous initiatives</li> </ul>			<p><b>O</b></p>

- Think about both internal and external Opportunities and Threats.
- What external stakeholders are need to ensure success?
- (How) does the Health Authority support equity? Harm reduction? Cultural Safety? Indigenous Health? TVIC, etc?
- (How) does government support?

# SWOT ANALYSIS: Strengths



## Current strengths

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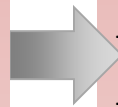
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## Goals and project plan: strengths

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# SWOT ANALYSIS: Weaknesses



## Current weaknesses

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## Goals and project plan: weaknesses

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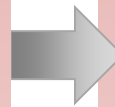
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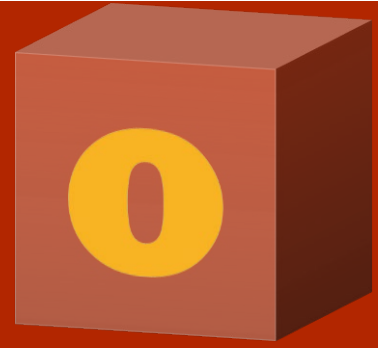
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# SWOT ANALYSIS: Strengths



## Current opportunities

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## Goals and project plan: opportunities

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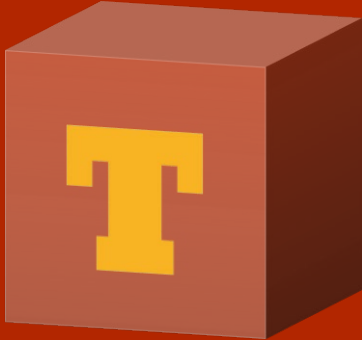
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**SWOT ANALYSIS:  
Strengths**



**Current threats**

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**Goals and project plan:  
threats**

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