

**TEEN SWOT ANALYSIS**

The Teen SWOT analysis is a planning tool that evaluates four elements - strengths, weaknesses, opportunities and threats – of a Club’s capacity and capability to serve teens. Doing a Teen SWOT analysis is a straightforward process that will allow your organization to reach its teen goals successfully. Before completing your SWOT analysis, define where you are trying to go.

* What is your overarching vision for teens?
* What do you want your teen program to be known for?
* What do you think your Club teens want their Club to be? (Teen perspective)
* What do you think Club teens need the Club to be? (Adult perspective)
* What is your current capacity to serve teens?
* How many teens do you currently serve?
* How many tweens (age 11-13) do you currently serve?

|  |  |  |
| --- | --- | --- |
| **INTERNAL**  (attributes of the organization) | **STRENGTHS**  What are your teen program’s strengths?  What are your teen program’s advantages?  What do you do well?  In reviewing your current capacity to serve teens, what is exceeding expectations?  What would teens, schools, parents and other stakeholders see as your strengths? | **WEAKNESSES**  What are the teen program’s weaknesses?  What could you improve?  What do you do badly?  In your current capacity – where are you lacking? What would teens, schools, parents and other stakeholders see as your weakest point? |
| **EXTERNAL**  (attributes of the environment) | **OPPORTUNITIES**  What external opportunities might you’re your teen program forward?  What trends should you follow?  What changes in technology do you need to make?  What are the assets that are available to you?  Do an external scan of your community: what changes are happening in social patterns with teens, neighboring schools, families, demographic factors, etc. | **THREATS**  Are any of our weaknesses likely to make you vulnerable?  What outside issues beyond our control or within that block our progress?  Are other like organizations doing anything different?  Are there any big changes in our demographics? |
| **MOVING FORWARD**  What training and development is needed to make changes?  What resources and tools are needed?  What are the barriers that make your vision more challenging to achieve?  What people, resources and/or assets can help you overcome the barriers? | | |

Now that your organization has completed the SWOT analysis for your teen program, let’s move to next steps.

First, select the five or six items in each category that are most critical — that is, most likely to have the biggest impact on your teen program.

Then answer the following questions:

* How can we use our Strengths to take advantage of our biggest Opportunities?
* How can we use our Strengths to overcome our biggest Threats?
* What do we need to do in order to overcome our Weaknesses, so that we are better able to take advantage of our Opportunities?
* How can we minimize our Weaknesses, so that we are better positioned to overcome our Threats?

|  |  |  |
| --- | --- | --- |
| Teen Action Plan | | |
| Task | Person Responsible | Timeline for Completion |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |