SWOT ANALYSIS: AN OVERVIEW

by:
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In preparation before engaging to the administrative level, a teacher should have to know the SWOT Analysis. Not just to those who aspire to become school heads, even teachers should be aware of its benefits. By then, what is SWOT all about?

A SWOT Analysis for schools is a tool that can provide stimuli to the staff involved in the analysis of what is effective and less effective in the school schemes and procedures and in preparation for a plan of some form. SWOT can be used for any planning or analysis activity that could influence future finance, planning and management decisions. It can enable the management to carry out a more comprehensive analysis.

Its definitions include S for Strengths. These factors are likely to have a positive effect on achieving the school’s objectives. W for Weaknesses. These factors are likely to have a negative effect. O for Opportunities. These are external factors that are likely to have a positive effect on achieving or exceeding the school’s objectives or goals not previously considered. Lastly, T for Threats. These external factors or conditions are likely to have a negative effect. These make the objective un-achievable.

Morrison (2018) emphasized that before starting any planning, there should be a clear and SMART goal or objective. Ensure that all key stakeholders buy into this objective or goal. In addition, he further noted that one of the most effective ways to conduct a SWOT Analysis for schools is to do it with a team effort. Brainstorming can be run when the goal is shared.

Identification of SWOT is important because it can inform later steps in planning to achieve the objectives. Whoever would like to conduct SWOT Analysis need to ask and answer questions that make meaningful information for each category. This is to ensure that the analysis is beneficial and find its competitive advantage.
References: