

How to Conduct a SWOT Analysis

A SWOT is a description of auspicious conditions and strong challenges to achieving your objectives.

- **Strengths:** attributes of the organization (internal factors) that are helpful to achieving the objective
- **Weaknesses:** attributes of the organization (internal factors) that are harmful to achieving the objective
- **Opportunities:** external conditions that are helpful to achieving the objective
- **Threats:** external conditions that are harmful to achieving the objective

Example of radiology SWOT grid:

	Helpful to achieving the objective	Harmful to achieving the objective
Internal Origin (attributes of the system)	<p><i>Strengths</i></p> <ul style="list-style-type: none">• High-quality clinical work• Only Level 1 trauma center and specialty referral center in the state• Caring and knowledgeable staff• Leadership Support• Etc.	<p><i>Weaknesses</i></p> <ul style="list-style-type: none">• Limited workspace• Imperfect scheduling• Professional development• Etc.
External Origin (attributes of the environment)	<p><i>Opportunities</i></p> <ul style="list-style-type: none">• Central scheduling• Marketing quality• Educate the public about the integral role of radiology in patient care• Political Engagement with RADPAC• Etc.	<p><i>Threats</i></p> <ul style="list-style-type: none">• Healthcare Reform• Evolving payment models• Stigma of radiation• Threats against screening• Etc.

Steps for performing a SWOT analysis:

1. Convene thought leaders, including radiologists, referring clinicians, and hospital administrators.
2. Define what constitutes strengths, weaknesses, opportunities, and threats.
3. Lead team members through a brainstorming session to determine SWOT conditions that match the corresponding quadrants in the SWOT grid.
4. Use the information uncovered during the analysis to develop or advance your strategic plan.