

STEP 3 - PLAN

CONSTRUCTIVE ENGAGEMENT SWOT ANALYSIS

[Innoweave](#) offers SWOT analysis tools to understand where you are and where you might go. Use this tool to understand the key strengths, weaknesses, opportunities and threats for a particular project or organization, so that you can choose the clearest path to achieving your goal.

Constructive Engagement SWOT Analysis	
Strengths <ul style="list-style-type: none">• <i>What do you do better than anyone else?</i>• <i>What makes your 'ask' unique?</i>• <i>What unique or low-cost resources can you draw upon that others can't?</i>• <i>What do your engagement targets see as your unique strength?</i>	Weaknesses <ul style="list-style-type: none">• <i>What could you improve?</i>• <i>What should you avoid?</i>• <i>What are things engagement targets might see as weaknesses?</i>• <i>What about your 'ask' will potential engagement targets dislike?</i>
Opportunities <ul style="list-style-type: none">• <i>Do people have a need?</i>• <i>Do people prefer something else?</i>• <i>What are you able to do that is valuable to people you may engage with?</i>• <i>What opportunities will your desired change create for yourself? For others?</i>	Threats <ul style="list-style-type: none">• <i>What challenges do you face?</i>• <i>What are your competitors doing?</i>• <i>Is there an issue with finances?</i>• <i>Who may oppose your objectives, or complicate our engagement effort?</i>