SWOT Analysis Template: Using the Wealth Creation Approach

Underlying any SWOT is a clear understanding of our vision. We know that you are focused on a resilient and robust economy and community, as you have defined it for your region. Thus, the underlying question is always, “How does this contribute to our resilient economy and community?” The tool below asks you to focus on the eight different capitals and other factors necessary for a resilient and robust economy and community.

A SWOT is a planning tool to help you identify strategies for a more resilient economy and community. *We seize* ***O****pportunities, by building on our* ***S****trengths and addressing our* ***W****eaknesses, while managing* ***T****hreats to our success*. By knowing what you are trying to do (seize opportunities and mange threats), you can plan how (build on strengths and address weaknesses). You don’t have to build on all strengths, or manage all weaknesses, only those directly related to the opportunities you are trying to realize. Remember the process is iterative! Each square is linked to the others. You will need to revisit each square as you go deeper in your analysis. (*Hint:* Starting with the opportunities will help you focus your conversation on strengths and weaknesses.)

The SWOT asks you to focus on eight different capitals. It also asks you to focus on including those on the economic margins and on upward mobility, resulting in a stronger economy overall. And it asks you to look at who owns the businesses and capitals, as it is local ownership that helps jobs and benefits stick to place. Finally, it asks you to look at the emerging markets and the partnerships needed to ensure both the transactions and supports are in place to meet the demands of those markets.

In preparation for completing the SWOT, it is useful to first complete an analysis of the eight capitals in your region. Where are you strong? Where are you weak? What do you use? What is underutilized and could be brought into productive use with appropriate and creative investment?

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| **Strengths:*** Capitals we have, use & could use more
* Energy and enthusiasm
* Partnerships between business, government, and organizations
 | **Weaknesses:*** Capitals we are missing, or are weak
* People, firms and organizations on the economic margins
* Lack of partnerships between business, government, and organizations
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| **Opportunities:*** Underutilized capitals we can invest in
* Upward mobility for all
* Emerging Markets/Demand
* Gaps in activities needed to meet demand for products and/or services in specific emerging markets where investment will have the greatest impact (leverage)
* Repurposed by-products or residuals
* Local, broad ownership
* Potential to go to scale
 | **Threats:*** Policy Barriers
* Ownership by those outside of the region
* Negative opinion shapers and parties unwilling to collaborate
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| **Strengths**IndividualIntellectualSocialPoliticalBuiltNaturalCulturalFinancial | **Weaknesses**IndividualIntellectualSocialPoliticalBuiltNaturalCulturalFinancial |
| **Opportunities**IndividualIntellectualSocialPoliticalBuiltNaturalCulturalFinancial | **Threats**IndividualIntellectualSocialPoliticalBuiltNaturalCulturalFinancial |

Defining Wealth: Forms of Wealth

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|  | Built capital is the stock of fully functioning constructed infrastructure. |
|  | Financial capital is the stock of unencumbered monetary assets invested in other forms of capital or financial instruments. |
|  | Individual capital is the stock of skills and physical and mental healthiness of people in a region. |
|  | Intellectual capital is the stock of knowledge, innovation, and creativity or imagination in a region. |
|  | Natural capital is the stock of unimpaired environmental assets (e.g. air, water, land, flora, fauna, etc.) in a region. |
|  | Political capital is the stock of power and goodwill held by individuals, groups, and/or organizations that can be held, spent or shared to achieve desired ends. |
|  | Social capital is the stock of trust, relationships, and networks that support civil society.  |
|  | Cultural capital is the stock of practices that reflect values and identity rooted in place, class, and/or ethnicity. |