**Nursing Strategic Plan**

**Creating a SWOT analysis: Directions and Overview**

The **SWOT** should analyze the environment considering 4 major categories of items: Position, Customers, Competitors, and the Internal Organization as a whole. Consider all these items as you prepare to respond to the survey or attend one of the focus group sessions. This will ensure a comprehensive analysis of your strengths, weaknesses, opportunities, and threats. You should also consider our four main pillars of Quality, Experience, Innovation, and Sustainability & Growth when responding.

* Our Position:
  + Products and market trends
  + Marketing effectiveness, reputation
  + Economic, legal, and political changes/challenges
* Our Customers/Patients: *Do we really understand who they are and what they want??*
  + Services & Products: attributes, quality, image, and value
  + People, loyalty
  + Cost
  + Ability to increase revenue by expanding on related services
* Our Competitors: *Who are they, how do we compare, how do we compete?*
  + Currently
  + In the future
  + Different opportunities in the marketplace
* Our Internal Organization - People and Operations:
  + Overall skills and capabilities
  + Business processes, continuity, risks
  + Information systems
  + Facilities and equipment
  + Skills and experience of staff – attract, retain, promote
  + Operational efficiencies
  + Ability to withstand financial setbacks