**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