

# District 6 Toastmasters

## SWOT Analysis

Division & Director name: \_\_\_\_\_

Areas & Director names: \_\_\_\_\_

**Objective:** Use this tool for analysis by current leaders of the Division & Area with the goal to take ownership of the challenges they face and work with clubs to guide them toward setting attainable goals and objectives. Use a separate page as needed for each club or area.

The SWOT analysis is the first step in the strategic process and is something to continue to use all year long as a strategy to focus resources towards meeting the needs of the members in clubs and meeting goals. When utilizing towards the end of the current term use as a tool to focus on helping clubs, areas & divisions to meet distinguished plan goals.

List Division or Area	Strengths	Weaknesses	Opportunities	Threats

Examples:

**Strengths:** Engaged AD, Area visits completed, clubs have quality meetings, members are motivated, potential leaders identified & approached, participatory members, strong Educational program, leaders focused on DCP goals to meet members needs, effective mentoring program

**Weaknesses:** untrained Leadership (club, area, division), lack of participation inside and outside of the meeting or Area/Division events (training), cliques, membership burn out/apathy, low membership retention rates

**Opportunities:** focus on membership building program, inviting past members/leaders, joint club meetings, Speechcraft, marketing/social media presence, Broaden the membership base

**Threats:** Area visits not completed or not meeting expectations, no information or contact from club to Area or Division Director, No new members in \_\_\_ amount of time, high membership turn over, membership burnout, business goes out of business (or on hiatus)

Note: Consider using opportunities to focus on ways to build weaknesses into strengths. Use leadership strategy sessions to address threats and continue to build opportunities to offset threats.