



## **Partnership S.W.O.T Analysis**

This tool is designed to guide partners through a reflective SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. The process, aligned with the [CCPH Principles of Partnership](#), centers equity, shared power, and mutual benefit. Use the guiding questions to facilitate open dialogue, reveal insights, and identify opportunities for growth.

### **Strengths**

*What internal elements of our partnership are working well and align with principles of partnership? Reflect on trust, shared leadership, communication, community voice, and resource sharing. After discussing the guiding questions, list key strengths in the SWOT matrix.*

Guiding Questions:

1. What are our greatest strengths as partners?
2. How have we built and maintained mutual respect and trust?
3. In what ways are decision-making and leadership shared equitably?
4. How do we leverage each partner's assets, skills, and networks?

### **Weaknesses**

*What internal challenges or barriers are limiting our effectiveness or violating principles of partnership? Reflect on power imbalances, communication gaps, role confusion, and resource constraints. After discussing the guiding questions, list key weaknesses in the SWOT matrix.*

Guiding Questions:

1. Where are we experiencing tension, misalignment, or unmet expectations?
2. Are any partners feeling excluded or unheard?
3. What barriers exist to full participation or collaboration?
4. How might we be unintentionally reinforcing inequities?



## **Opportunities**

*What external possibilities can we harness to strengthen or grow our partnership? Reflect on funding, sphere of influence, network expansion, and shared learning. After discussing the guiding questions, list key opportunities in the SWOT matrix.*

Guiding Questions:

1. What upcoming initiatives, grants, or collaborations could we pursue together?
2. How can we expand our reach or deepen our impact?
3. Are there trainings or shared learning opportunities we could take advantage of?
4. How can we elevate community priorities through our work?

## **Threats**

*What external forces or risks could harm our partnership or undermine its sustainability? Reflect on leadership turnover, institutional shifts, burnout, and political/policy changes.*

Guiding Questions:

1. What external factors could jeopardize our trust, funding, or mission?
2. Are there potential misunderstandings or misperceptions from stakeholders?
3. How are we preparing for changes in leadership or staff?
4. What support do we need to prevent burnout and sustain engagement?



### **SWOT Matrix**

*List key strengths, weaknesses, opportunities, and threats in this matrix to visualize your partnership analysis.*

Strengths	Weaknesses
Opportunities	Threats



### **Big Picture Reflection Questions**

Use these to close the SWOT process with deeper dialogue and long-term planning.

1. How well are we living the principles of partnership in practice?
2. What's one area where we've grown significantly together?
3. Where do we need to shift power, responsibility, or voice?
4. What does sustainability look like for us, beyond funding?
5. What lessons would we share with other new partnerships?
6. How do we want to celebrate our progress and people?