## PAINTING A PORTRAIT: SWOT Analysis

Before your staff can go out into the community and start building partnerships, your team must have an honest understanding of your own Healthy Start program as it sits within the community. By conducting a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats), you can paint a meaningful self-portrait of your agency that will inform plans for hiring or training staff, creating new partnerships, and building your referral network.

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| SWOT ANALYSIS1 | | |
| Internal Factors Impacting Recruitment & Retention   * *Human resources* * *Physical resources* * *Financial resources* * *Infrastructure/*   *capacity*   * *Activities and processes* * *Past experiences* | POSITIVES | NEGATIVES |
| Strengths | Weaknesses |
| External Factors Impacting Recruitment & Retention   * *Future trends - in our*   *field or the culture*   * *Funding sources (foundations, donors, legislatures)* * *Demographics* * *The physical environment* * *Legislation* * *Local, national, or international events* | Opportunities | Threats |

*1 Adapted from University of Kansas’ “Community Toolbo*[*x” http://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/swot-analysis/*](http://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/swot-analysis/)

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HEALTHY START RECRUITMENT & RETENTION TOOLKIT ∙ PRE-WORK TOOLS