

# get it right on... SCOT Analysis

Every organisation needs to take some time out to look at itself critically and determine exactly where it sits in the world. One of the most commonly used tools to do this is called the SWOT Analysis. In a SCOT analysis we look at the Strengths, Challenges, Opportunities and Threats an organisation, group or even community faces.

Always try to involve a wide range of people in the analysis, so that you can make the most of all perspectives and viewpoints. It is important that everyone taking part in the analysis is as honest as possible.

Participants should complete a SCOT grid, such as the one shown below. Remember that an identified heading can appear in more than one segment for different reasons. For example a strength may also be a weakness or an opportunity, a threat may also be an opportunity to exploit in the future?

<b>Strengths</b>	<b>Challenges</b>
<b>Opportunities</b>	<b>Threats</b>

The SCOT analysis is, of course, only the beginning. Remember the items identified in each of the segments will require you to consider follow on actions.

- Strengths - What can you do to consolidate your position?
- Challenges - What developments can you plan to overcome these?
- Opportunities - What can you do to grow the organisation?
- Threats - What actions do you need to take to overcome the threats?

West Dunbartonshire CVS produces a range of resources covering different issues of interest to community and voluntary organisations. Please contact us directly if you would like one-to-one support or advice on any issue.