**Chapter 9**

**The SWOT Analysis**

Erica Olsen discusses how to conduct a SWOT analysis. This site provides a detailed discussion of the SWOT framework.

*Use with:* <https://www.youtube.com/watch?v=I_6AVRGLXGA> (7:02)

1. Explain the distinction between strengths/weaknesses and opportunities/threats?
2. What types of research and feedback are necessary to conduct a SWOT?
3. How can the SWOT be transitioned into a plan for action?
4. Does the SWOT analysis promote or impede creative strategic thinking? Explain.