

# TOASTMASTERS CLUB SWOT ANALYSIS

CLUB: \_\_\_\_\_

*Examples:*  
 Volunteering Spirit  
 Dedication of Officers  
 Talents of members  
 Financial Health  
 Membership Level  
 Meeting Location  
 Achievement Level  
 Experience level  
 Area Governor Relationship

<b><u>STRENGTHS: Internal attributes that are helpful</u></b>	<b><u>WEAKNESSES: Internal attributes that are harmful</u></b>
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10

*Examples:*  
 Lack of Experience  
 Apathy among members  
 Bad Meeting Location  
 Bad time to meet  
 Lack of support  
 Low Educational Achievement  
 Low Financial Reserves  
 No District Support  
 Unengaged Officers

*Examples:*  
 Recruitment Sources  
 Increased Retention  
 Club Quality Enhancement  
 Speaking Opportunities  
 Achievement Increases  
 Marketing Opportunities

<b><u>OPPORTUNITIES: External possibilities of enhancement</u></b>	<b><u>THREATS: External elements that can harm club.</u></b>
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10

*Examples:*  
 Low Population  
 Discouraged Members  
 Low Speaking Opportunities  
 No Free Meeting Locations  
 Low Resources  
 Proximity of Other Clubs  
 Officer Burn Out  
 Unorthodox Meetings  
 No Structure in Meetings

## ***IF YOU HAVE A QUESTION...ASK!***

**Strengths - Capitalize on & leverage these!**  
**Weaknesses - Improve & shore these up!**  
**Opportunities - Capitalize by investing on these!**  
**Threats - Seek and destroy! (at least minimize)**

Strengths - Opportunities = Pursue opportunities that fit your club's strengths  
 Weakness - Opportunities = Overcome weaknesses that block the club from opportunities.  
 Strengths - Threats = Use club strengths to overcome external threats  
 Weakness - Threats = Define a plan to prevent weaknesses from making club vulnerable to threats.

**THIS IS A BEGINNING POINT...USE THIS TO CREATE A MEMBERSHIP GROWTH PLAN THEN EXECUTE IT THROUGHOUT THE YEAR!**