

## SWOT ANALYSIS

WORKPLACE \_\_\_\_\_

NAME \_\_\_\_\_

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

Working individually, or in pair/ groups if some of you are from the same workplace, produce a SWOT analysis chart for your own union organisation. To help you get started think about the following headings:-

- Membership
- Management
- Communication
- Equipment
- Procedures & Agreements
- Branch
- National TU
- Financial
- IT facilities
- Training