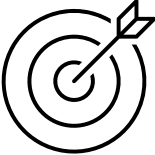





Thoughts About S.W.O.T

By Greg Kronlund AIB

Have you ever taken the opportunity to really analyze your chapter? This is usually an undertaking of the entire board, but it's useful for the VP of M/PR to do as well. How can you decide a marketing strategy if you do not understand the strengths, weakness, opportunity, and threats to your chapter or chapter's events? This is a [S.W.O.T. Analysis](#). You can diagram your Chapter and Chapter events to bring your organization into better clarity.

Strength	Weaknesses
<p>What sets your organization apart from other performing organizations? (Differentiation)</p>  <p>How can we build and increase our strengths?</p> <p>Who is our target and trustworthy audience?</p> <p>What is your Chapter's motivation to improve and reach new audiences?</p>	 <p>This category is sometimes difficult to find because we often refuse to see them.</p> <p>What hinders your outreach to the community?</p> <p><u>Why are we the best kept secret in our community?</u></p> <p>Do we need to strengthen our singing ability?</p> <p>Do we have enough committed workforce?</p>

Notice that strengths and weaknesses deal with Internal Issues... things you can control and correct. Opportunities and Threats are external and not in your control.

Opportunities	Threats
 <p>What opportunities can you find to improve your standing (visibility) in your community?</p> <p>What organizations can you work with for mutual benefit?</p> <p>Civic or charitable events you can tie into? Create your own event?</p>	 <p>Avoid the date the other organizations dominate?</p> <p>Are ticket prices a weakness?</p> <p>Is there a direct threat from singing, theatre, charitable, civic, or retail organization events?</p> <p>Conflict with other BHS events?</p>

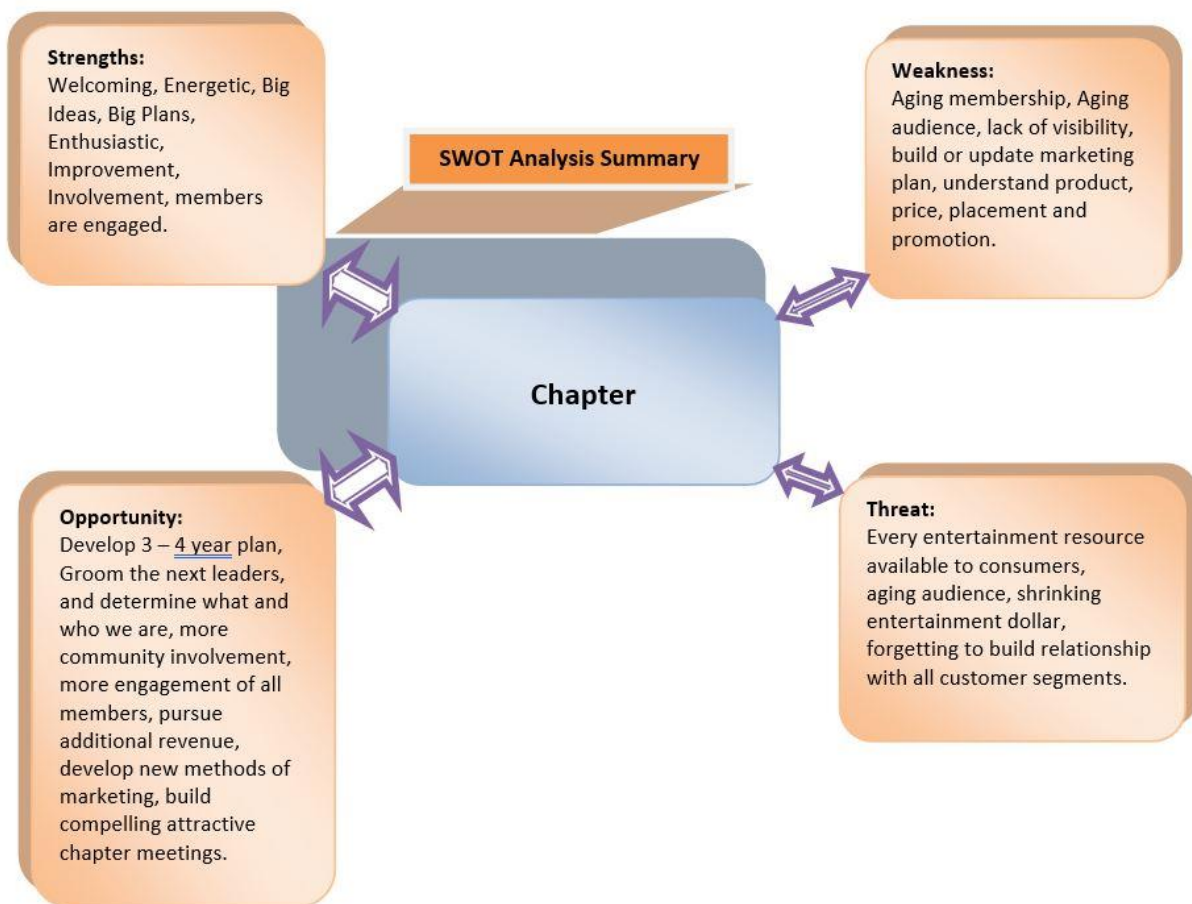
S.W.O.T Your Chapter

The Marketing Plan is a tool to help you identify the characteristics of your Chapter events. Finding your Product, Price, and Place helps you plan promotional opportunities. Marketing takes into consideration your current customer, and your ideal customer, and allows you to decide your advertising channels. (Posters, flyers, paid Ads, personal appearances, and business tie-ins to mention a few.)

Another tool that a chapter can use is a S.W.O.T. analysis. A SWOT analysis can help find the pros and cons of an event or project. SWOT works in two areas, the internal and the external.

S= Strengths W= Weaknesses O= Opportunity T= Threat

Sample:



S and W identify internal issues that you have control over, while O and T identify external issues that you can use to your advantage, and any external threat to success. It is usually best to brainstorm these with other leaders. It **MUST** be an honest look to be effective.

Why do a SWOT analysis?

First, Maximize your strengths:



When you find your chapter's strengths, you can see what works and what doesn't. The strengths you find are internal factors that allow your chapter to stand out from other community performance groups. You can build upon this differentiation for more visibility and added funding. Reviewing your strengths will help you find your human resources. This includes membership, customers and civic organizations that can help the chapter.

Knowing your strengths allows you to analyze your physical and human resource availability. Here is a list of strengths you may discover from your analysis:

Loyal customers

Better membership retention

New sources of income

Better customer (audience) service

Ways to improve your strengths. (Use and expand your natural strengths to improve your chapter.)

Second, Show weaknesses:

All organizations have areas where they can improve. Your analysis will help uncover your chapter weaknesses, methods to make them strengths or resolve ongoing issues. Analyze your internal strengths, and weaknesses. When your chapter minimizes its weaknesses, you can create a competitive advantage. Some chapter weaknesses you may find:



Dissatisfied Members

Leadership tends to micromanage

Poor use of technology

Lack of visibility in your community

Financial struggles

Third, Find opportunities:

Your chapter can look at the external market situation to find opportunities that can improve the chapter. The chapter cannot control opportunities but can recognize



them and take advantage of them. For instance, your chapter can analyze current market and economic trends. With some thought and planning your chapter can position itself to take advantage of unexpected opportunities for more visibility, partnerships, and new avenues of financial support.

To explain, your chapter can create a new event or performance opportunity based on current trends. You can explore new relationships with other performing groups, or organizations. By doing this, you will be able to find opportunities for growth that can help your chapter now and into the future.

Fourth, Find potential threats

Threats to your success come from the outside of your chapter. When you can predict threats, you can reduce their impact or avoid them. Some threats that your chapter may see include:



Venue price increases

A change in market demographics affecting your base audience

Loss of revenue and audience due to environmental changes. (Covid 19)

Community based entertainment choices have saturated your market.



For example, Coca-Cola completed a SWOT analysis in 2015 and found several threats. Natural and organic products were gaining in popularity. Consumers were becoming more health-conscious and viewed high sugar content as a negative. Governments began taxing these drinks to change consumer behavior.

When Coca-Cola found these threats they increased their marketing, promotional and advertising efforts. They expanded their product line of low and no-calorie beverages. As the term Diet became a negative with younger consumers, they added Coke Zero to their product extension. From this example it is clear to see that you should deal with threats right away rather than wait for threats to increase.

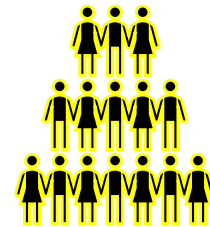
Fifth, More productive board meetings:

The reason for your chapter board meeting is to discuss issues, make decisions, share ideas, and create plans. A thorough SWOT analysis uncovers key information for your “department heads”. It will guide your board in the right direction. With your SWOT information, the chapter can discuss strategies and create recommendations. You’ll find opportunities, handle threats, build on your strengths, and shore up your weaknesses. This information can make your meetings more productive.



Sixth, Board and General members:

A personal SWOT analysis is useful for individual board members, committee chairs and general membership. They can list their personal strengths and weaknesses and they can learn from them. For a Personal SWOT to be effective the member must be honest with themselves. A Chapter leader or member can assess their weaknesses and work to turn them into strengths. You’ll discover that your threats are external factors that hinder you from achieving your goals.



How do you perform a SWOT analysis?



No need to hire an outside firm for your Chapter SWOT analysis. Your leadership and general membership can help. Members who understand the chapter and its history can brainstorm and answer the questions.

While you work on your SWOT analysis, consider these questions to guide you:

What do other’s say about your chapter?

What is your chapter’s greatest achievement?

Has your chapter taken any risks? (Within the recent past?)

Have you had any recent obstacles to face?

Has anyone made complaints about your chapter/or event?

Are there membership retention problems- high turnover? (Why?)

Are there opportunities or trends you can take advantage of?

Is there any recent technology you can use for your chapter?

List your biggest competitors and ask why?

Do your competitors fill a need that you are missing?

Are there any changes in regulations to take into consideration?

[BACK to Marketing](#)