



SWOT ANALYSIS FOR MENTAL HEALTH

identifying what makes you
the right organization to
create a new mental health
program



SWOT analysis for mental health

Prior to taking on a new initiative, program, or project, it is imperative to evaluate your organization in the context of the problem you aim to solve. This exercise allows you to drill down beyond the general SWOT analysis with questions that are specific to mental health and wellbeing.

The challenge here is to think beyond simply the strengths and weaknesses of your current team. You may want to refer to the Organizational Resource Assessment for all the ways you may already be resourced to address this challenge. Additionally, try to identify weaknesses beyond the common problems in your context. These problems may be difficult to eradicate altogether, but you may have unique organizational weaknesses that can be improved.

instructions

We encourage you to do this exercise with your team. You may want to start with completing the worksheet individually, and then gather as a group to discuss. You may use a whiteboard and sticky notes to share your ideas in an in-person exercise. If this is not possible, we recommend using digital collaboration tools such as Miro or Google Docs to interact in real time.

Step 1: Write down a quick summary of the mental health problem you're addressing.

Step 2: Write down your strengths and opportunities with regards to the problem. Consider your entire organization, not just your finances or team. What do you have that others don't have? Why is it important for your organization to help address this mental health problem?

Step 3: Write down your weaknesses and threats with regards to the problem. Again, focus on your organization more than your context. For example, instead of saying there are not enough donors interested in your region, evaluate your current fundraising strategy for potential areas of improvement.

Step 4: Step back and look at the entire exercise. Circle or highlight the most significant or salient points in each of the quadrants. Make sure you keep these in mind as you move forward.



related tools: organizational snapshot, stakeholder mapping, stakeholder risks and mitigations



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Strengths:

- How are you already prepared to tackle this problem?
- List expertise, trust, experiences, resources

Weaknesses:

- What must be improved about your organization to tackle this problem?
- Where have people criticized you in the past?
- What challenges have you struggled to overcome?

our mental health problem is:

Opportunities:

- What possibilities are available to you because of your strengths?

Threats:

- What might go wrong as you tackle this problem?
- What risks do your weaknesses expose you to?