

SWOT Analysis Worksheet

Rural Planning and Economic Development | PLAC 5500-001 / LPPP 5559-001 | Fall 2026

A source-aware diagnosis for a real planning question

Use: Name the evidence beside each item. A SWOT is not a list of slogans. Distinguish what is documented, what is observed, what is inferred, and what remains unknown.

Community / site	
Planning question	
Decision this informs	
Geographic scope	
Date / team	

Evidence base

List the plans, data, field observations, interviews, and other sources reviewed

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STRENGTHS Internal assets or capacities 1. _____ Evidence: _____ 2. _____ Evidence: _____ 3. _____ Evidence: _____ 4. _____ Evidence: _____	WEAKNESSES Internal limitations or gaps 1. _____ Evidence: _____ 2. _____ Evidence: _____ 3. _____ Evidence: _____ 4. _____ Evidence: _____
OPPORTUNITIES External openings or possible gains 1. _____ Evidence: _____ 2. _____ Evidence: _____ 3. _____ Evidence: _____ 4. _____ Evidence: _____	THREATS External pressures, risks, or barriers 1. _____ Evidence: _____ 2. _____ Evidence: _____ 3. _____ Evidence: _____ 4. _____ Evidence: _____

Turn the matrix into a diagnosis

Priority issue	Quadrant	Evidence	Why it matters	Confidence	Planning implication	Next verification
One sentence diagnosis: What does this SWOT suggest, and what does it not establish?						
Three actions or questions the team will carry into the Work Plan						