



SWOT

STRENGTHS - WEAKNESSES - OPPORTUNITIES –THREATS

1. STRENGTHS

What can I bring to the team that will help meet its potential? These are internal positive characteristics that are under your control and to which you can capitalize.

2. WEAKNESSES

These will be things I may need to overcome that will provide a challenge. These are internal negative facets that are under your control and that you may improve on.

3. OPPORTUNITIES

These are things that I must try and use to improve or enhance my effectiveness as a leader. These are positive external terms that you do not control but you plan to use to your advantage.

4. THREATS

These are things I need to look out for that may derail or hinder the success of the team or myself. These are negative external conditions that you do not control, but the effect of which you can minimize.

GPMHA Coach SWOT Analysis

Name: _____ Team: _____

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

SWOT's are a great way for coaches to identify staff roles and responsibilities. Meet with your staff to make sure everyone is on the same page for the year. Discuss what you as a staff have in common as far as strengths and opportunities and use the information gathered to help eliminate any weaknesses and future threats you may encounter. I encourage everyone to be honest when filling out your SWOT, the information gathered through this process will be used as an important development tool. All head coaches are asked to hand in their SWOT' s at the GPMHA office or by email to tech@gphockey.com.

Thank you, Brett Stephenson.

