



SWOT

STRENGTHS - WEAKNESSES - OPPORTUNITIES - THREATS

1. STRENGTHS

These will be things that I bring to our team that will help our team 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 don't 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. Have each person on your staff fill out an individual SWOT and then meet and share them amongst each other. 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 authentic 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 in person at the GPMHA office or by email to gptecdir@gmail.com before Nov1st of the hockey season.**

For any questions on regarding SWOT's or identifying staff roles and responsibilities please contact GPMHA Technical Director, Matt Keillor by email gptecdir@gmail.com or by phone at 780-933-4921.