

## SWOT-Analysis to assess internal preconditions for SCforH approaches & initiatives

Strategic planning needs to match with the internal capabilities and competences of the sport-organization. The strong and weak preconditions should be analysed carefully as well as the opportunities for advancement and the potential dangers. The so called <SWOT-Analysis> is a suitable tool to identify and to assess the preconditions for a successful implementation of the strategy-plan. Such a SWOT- Analysis should be executed in the beginning of the entire procedure. The following example refers to selected preconditions and assesses them regarding

### Strengths – Weaknesses - Opportunities - Threats

#### Example: SWOT Analysis of the DTB strategy “Aging Fit”

	Strength	Weaknesses	Opportunities	Threats
<b>Attitude/policy/ structure for the strategy topic</b>	historical, long tradition; readiness for innovation; deep structural anchoring (functions)	Differences in the engagement inside the horizontal structure of the federation;	Commitment to a common strategy; Club leaders want to create more groups;	Focus on competitive activities in parts of the federation structure
<b>Appropriateness of the overall activity programs</b>	Many appropriate activity programs; high quality; strong in new program development	too less sub-target-group differentiated exercise programs	Further improvement of quantity and quality of fitting exercise programs	
<b>Current and prospective membership structure</b>	Increasing membership in the age group	Difficulties to recruit inactive older people	Campaigning for recruitment of still inactive older people. Retaining of passive members	
<b>Availability of human resources</b>	Special instructor education profiles	Less staff resources. Too few instructors;	Recruitment and education of instructors	Enticement of instructors from external stakeholders
<b>Availability of financial resources</b>		Very low resources;	Good public funding opportunities through project call for tenders	Internal financial crisis
<b>Internal and external stakeholders</b>	Contact & cooperation with our regional federations	Regular communication;	Increasing cross-sectoral cooperation through project activities	Competitors inside and outside the sport system; commercial concurrence;