

## HEInnovate SWOT Analysis

A SWOT (**S**trengths – **W**eaknesses – **O**pportunities – **T**hreats) analysis helps institutions reflect on their current position and identify strategic priorities for strengthening innovation and entrepreneurship. By examining internal strengths and weaknesses together with external opportunities and threats, higher education institutions can develop a clearer understanding of where to focus actions emerging from their HEInnovate self-assessment during Step 2: Plan. This worksheet supports discussing key factors that influence institutional capacity, partnership building, learning environments, and long-term development.

Use the guiding questions below to reflect on your institution's current position and identify key factors that shape your strengths, weaknesses, opportunities, and threats.

### Guiding questions

#### Strengths (internal advantages)

- What does our institution do well?
- What unique resources, capabilities, or partnerships do we have?
- What do students, staff, partners, or other stakeholders consistently praise?

#### Weaknesses (internal disadvantages)

- Where is there room for improvement in our structures or processes?
- What resources or capacities do we currently lack?
- What critiques or concerns do we receive?

#### Opportunities (external possibilities)

- What opportunities exist in our external environment (funding, partnerships, policy initiatives, regional trends)?
- What trends in higher education or innovation can we take advantage of?
- How can we use our strengths to support new initiatives or accelerate progress?

#### Threats (external risks)

- What potential threats or external pressures do we face?
- What changes in the higher education sector or regulatory environment are troublesome?
- What risks do our weaknesses expose us to?

