



SPOT ANALYSIS

Strengths, Problems, Opportunities and Threats

To Conduct a SPOT Analysis, do the following:

Supplies: Flip Chart Paper and Magic markers for each small group.

1. Form into small groups (3-4 people each). Give each group a sheet of flip chart paper. Then have them draw lines to divide flip chart paper into four equal sections. On the top left hand square write the word “Strengths”. On the right top hand square right the word “Problems”. On the bottom left hand square write the word “Opportunities”. On the bottom right hand square write the word “Weaknesses”.
2. Each group should identify a “recorder” and a “reporter”. The recorder keeps track of the ideas in the respective squares on the paper. The reporter will “report” in the group’s results at the end of the exercise.
3. Groups should brainstorm answers to the following questions, and list answers in the appropriate quadrants of the flip chart paper.
 - a. **STRENGTHS** of the community. Questions to use to get started:
 - i. What do you like about this community?
 - ii. Work works well in this community?
 - iii. What do new residents like about the community?
 - iv. What are some of the reasons younger people choose to stay and live in the community?





- b. **PROBLEMS** of the community. Questions to use to get started:
- What needs to be done differently in this community?
 - Work activities, businesses, services do not exist in the community that you would like to have?
 - What are some of the reasons young people choose to leave the community and not return?
 - Do people drive to work in other communities?
- c. **OPPORTUNITIES** that exist in the community. Questions to use to get started:
- What are some of our natural resources?
 - Are there tourist attractions in the community or nearby?
 - Does the quality of the schools and churches attract and keep residents?
 - Are jobs available?
 - Where do most people work in the community?
 - What do you see this community becoming?
- d. **THREATS** that exist in the community. Questions to use to get started:
- Look at the problems that were identified – why haven't these problems been addressed by the community?
 - How are decisions made in the community?
 - Who makes decisions in the community?
 - How do people work together in the community to get things done?
 - In what ways are all people (different ages, races, gender, and abilities) included in community decisions?

When all groups have completed this exercise, have them report in what they learned – try to capture their ideas on flip chart paper – one sheet for each category. Identify answers that are similar. Discuss results as a group.



Know how. Know **now**.



Action Item:

Have the group participate in a Photo Voice project. Each participant takes digital photos indicative of the four categories above. For example – at least one photo depicting what the individual deems to be a community “Strength”, one for a community “Problem” and so forth. These photos could be sent to one person to collect and put into a photo display or power point for use in the next session, or each individual can prepare a power point or video display to show their photos. Once all photos have been viewed, a discussion on what was viewed should take place.



Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska-Lincoln cooperating with the Counties and the United States Department of Agriculture.

The 4-H Youth Development program abides with the nondiscrimination policies of the University of Nebraska-Lincoln and the United States Department of Agriculture.



Community Connections is a Signature Program of the UNL Extension Entrepreneurship Team.