



Environmental Scan SWOT Analysis

How to Use This Template

Why Use This Template

- Gives a structured, side-by-side view of internal factors (Strengths, Weaknesses) and external factors (Opportunities, Threats) instead of a loose brainstorm.
- Separates what the organization controls from what it doesn't, which sharpens strategic thinking and avoids conflating the two.
- Creates a shared reference point for leadership discussions about where to invest, where to defend, and what to watch.
- The Key Takeaways section forces the analysis into a few actionable conclusions rather than leaving it as an unprioritized list.

How to Complete This Template

- Strengths: List internal advantages — what the organization does well or has going for it (up to 500 characters).
- Weaknesses: List internal limitations or gaps that could hold the organization back (up to 500 characters).
- Opportunities: List external trends or openings the organization could take advantage of (up to 500 characters).
- Threats: List external risks or pressures that could work against the organization (up to 500 characters).
- Key Takeaways: Summarize the 2–3 most important conclusions or actions that come out of the analysis (up to 1,000 characters).



Environmental Scan SWOT Analysis

Internal Factors



External Factors



Strengths

Opportunities

Weaknesses

Threats

Key Takeaways



Environmental Scan PESTEL Analysis

How to Use This Template

Why Use This Template

- Scans six external forces — Political, Economic, Social, Technological, Environmental, and Legal — that SWOT's “external factors” box alone doesn't break out in detail.
- Keeps each finding tied to a named researcher and a cited source, so conclusions can be traced back and verified rather than treated as assumptions.
- Surfaces macro-level risks and trends early, before they show up as surprises in strategy or budget discussions.
- Gives the team a reusable reference table that can be updated on a regular cadence rather than redone from scratch each time.

How to Complete This Template

- PESTEL column: Pre-filled with the six categories — Political, Economic, Social, Technological, Environmental, Legal.
- Summary of findings: Enter what you found for that category, in your own words (up to 1,500 characters).
- Researcher: Enter the name of the person who researched that row (up to 80 characters).
- Source(s): Cite where the finding came from — a report, article, or dataset (up to 500 characters).
- It's fine to leave a row blank if that category isn't relevant to your organization right now.



Environmental Scan

PESTEL Analysis

PESTEL	Summary of findings	Researcher	Source(s)
Political			
Economic			
Social			
Technological			
Environmental			
Legal			