**Your school Situational Analysis: SWOT**

**Name of school\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date of SWOT analysis\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Strengths*** What makes your school unique?
* Do you have a strong track record of results?
* Are your teaching staff engaged?
* Are your students happy?
* Are parents actively involved in the school?
* Are you financially stable?
* Are you positioned in a favourable geographical position?
* Have you won awards or external recognition?
* Are your systems and processes for communication working well?
* Do you have stability of teachers?
* Do you have a good Ofsted?
 | **Weaknesses*** What is your school missing that other schools have?
* Are your results in decline or stagnant?
* Are students unhappy?
* Are parents disengaged?
* Are you struggling financially?
* Are there lots of other schools around you who are ‘better’?
* Is communication regularly breaking down?
* Do children misbehave in class?
* Is discipline good enough, consistently?
* Are teachers leaving your school?
* Is your Ofsted report negative or worse than previous?
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| **Opportunities*** What changes externally could you build on?
* What can you do that other schools can’t?
* Where can you partner with other schools, colleges or businesses to provide a better experience?
* Did Ofsted highlight areas you can build on to your advantage?
* Are parents open to change?
* Do you have plans to expand your school or join a multi academy trust?
* Have you recently recruited teachers who are innovative?
* Can you enter awards or other ways to create recognition for your school?
* Do you do something that’s different or unique to other schools?
* Are you regularly oversubscribed?
 | **Threats*** Will changes being imposed by government impact your school?
* Are you struggling to attract new teachers to your school?
* Has Ofsted made public areas you must improve?
* Do you regularly receive negative press coverage?
* Is your school shrinking while others expand or merge?
* Are you regularly under subscribed?
* Have you neglected to invest in systems, which will result in issues very soon?
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