**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? |
| **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? |