



Sample: Web-based SWOT Survey (www.Zoomerang.com)

Identifying Strengths, Weaknesses, Opportunities and Threats in Workforce Planning

Our organization needs to address and plan for the potentially changing workforce. We need your assistance to develop strategies for this planning effort. Please list our organization's Strengths, Weaknesses, Opportunities and Threats (SWOT) as they relate to workforce planning. This type of planning tool is often referred to as a SWOT Analysis. Please review the environmental scan information prior to completing this survey.

Workforce planning can be defined as a systematic approach to identifying the workforce required to meet an organization's goals and developing the strategies to meet these workforce needs.

Your name will be kept confidential and no responses will be attributed to you.

1

What are the strengths of our organization related to the workforce? Strengths are internal factors or attributes of the organization that are helpful to achieving the organization's goals and objectives.

1.
2.
3.
4.
5.

2

What are the weaknesses of our organization related to the workforce? Weaknesses are internal factors or attributes of the organization that may be harmful or prevent the organization from achieving its goals and objectives.

1.
2.

3.
4.
5.

3

What are the opportunities related to the workforce in our organization? Opportunities are external factors or conditions that would help our organization achieve its goals and objectives.

1.
2.
3.
4.
5.

4

What are the threats related to the workforce in our organization? Threats are external factors or conditions that are harmful or may prevent our organization from achieving its goals and objectives.

1.
2.
3.
4.
5.

5

Thank you for participating in this survey. Do you have any additional comments about the challenges of a changing workforce or workforce planning that you would like to share?