

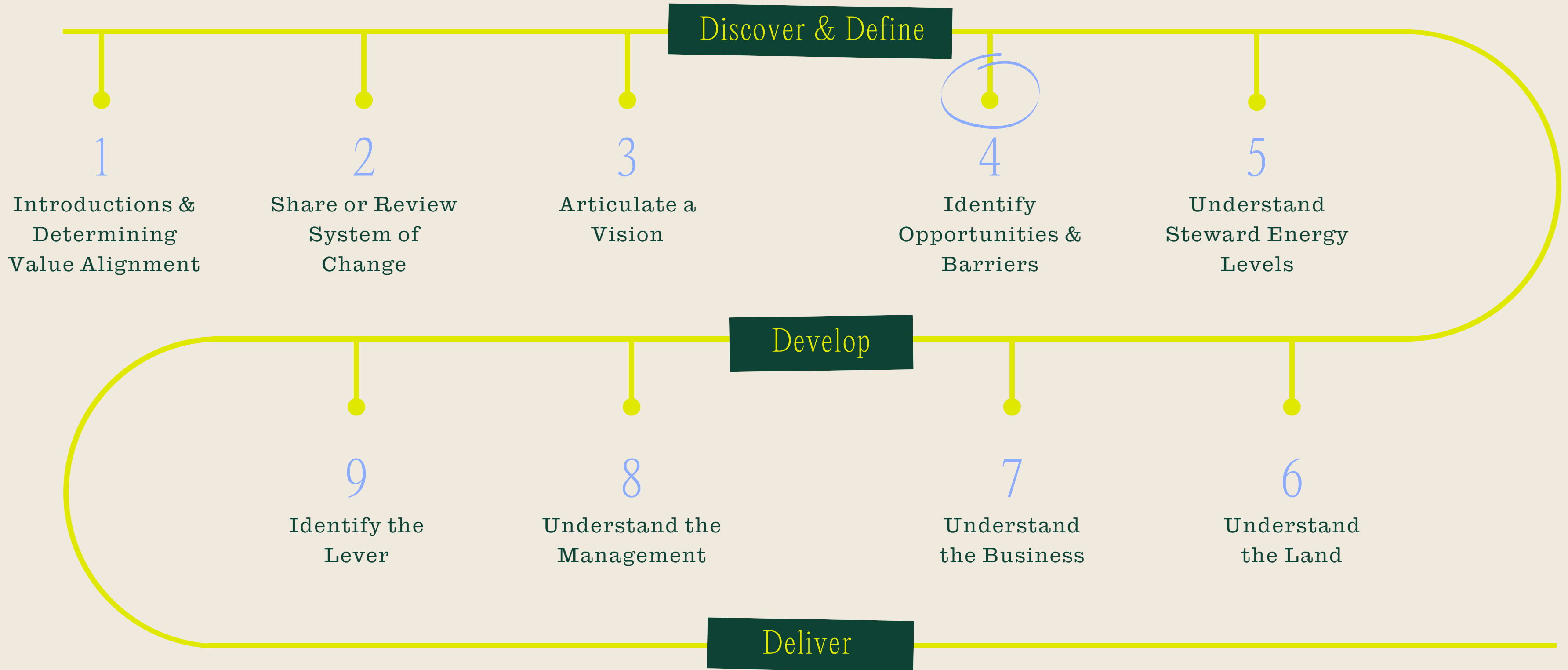
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SWOT ANALYSIS

Regenerative Stewardship Curriculum: Discover & Define

REGENERATIVE STEWARD COURSE PLAN



Overview

PURPOSE

This tool can be used to assess a land-based business' strengths, weaknesses, opportunities, and threats (SWOT). It helps to identify the weakest links in the operation so that these can be addressed first in farm planning efforts.

PREP ITEMS

Farm maps, aerial imagery, and a list of fields that represents a range of the land's characteristics and productivity.

TIMING

After the development of a holistic context and before planning.



Overview

DELIVERY

This analysis can be conducted during a meeting using pen and paper, utilizing tacit knowledge from the steward. Stewards can complete the analysis alone or with assistance from the planner, if needed.

OUTCOME

A completed rubric with information that reveals the weak links in the farm system and the land under management. This helps planners determine which levers to pull to move the system into a regenerative state.

STAFF

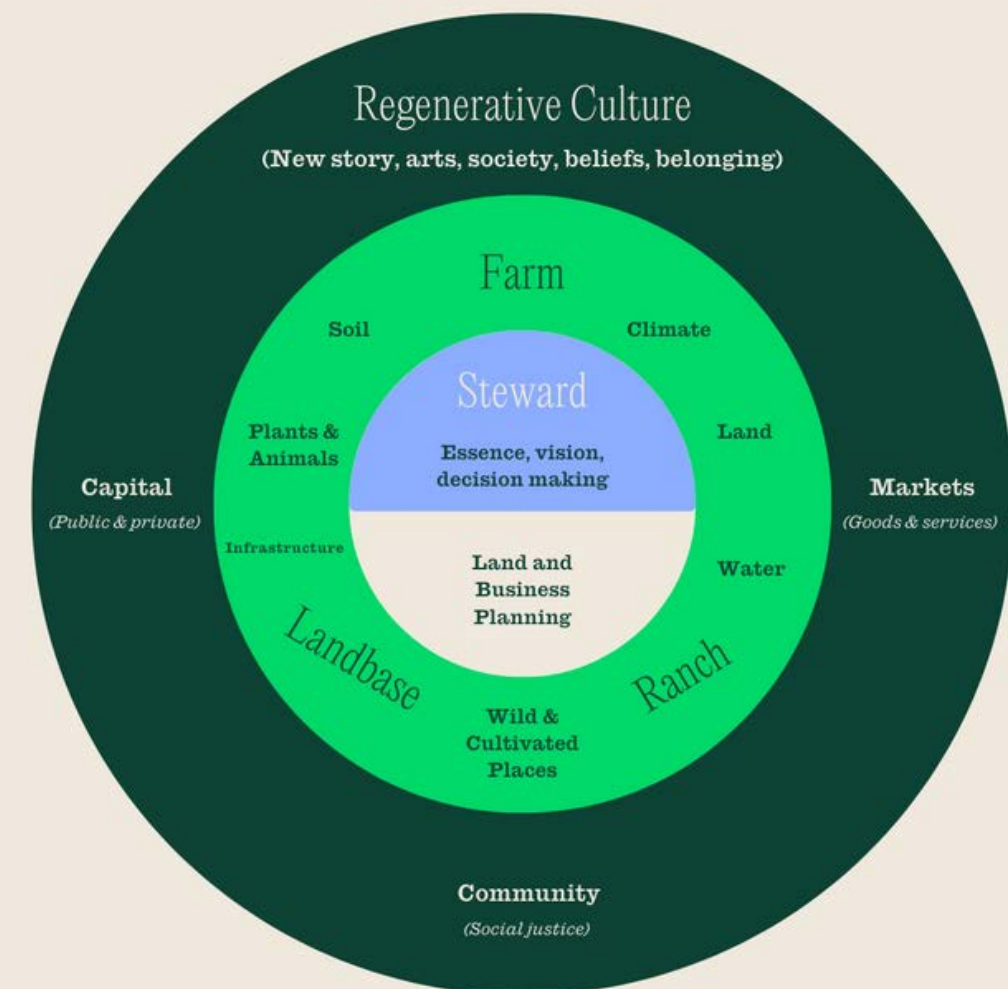
Steward and planner



SWOT Analysis

A SWOT Analysis is a list of strengths, weaknesses, opportunities, and threats.

When we conduct a SWOT Analysis, we use our Framework of Change to guide us through the process.

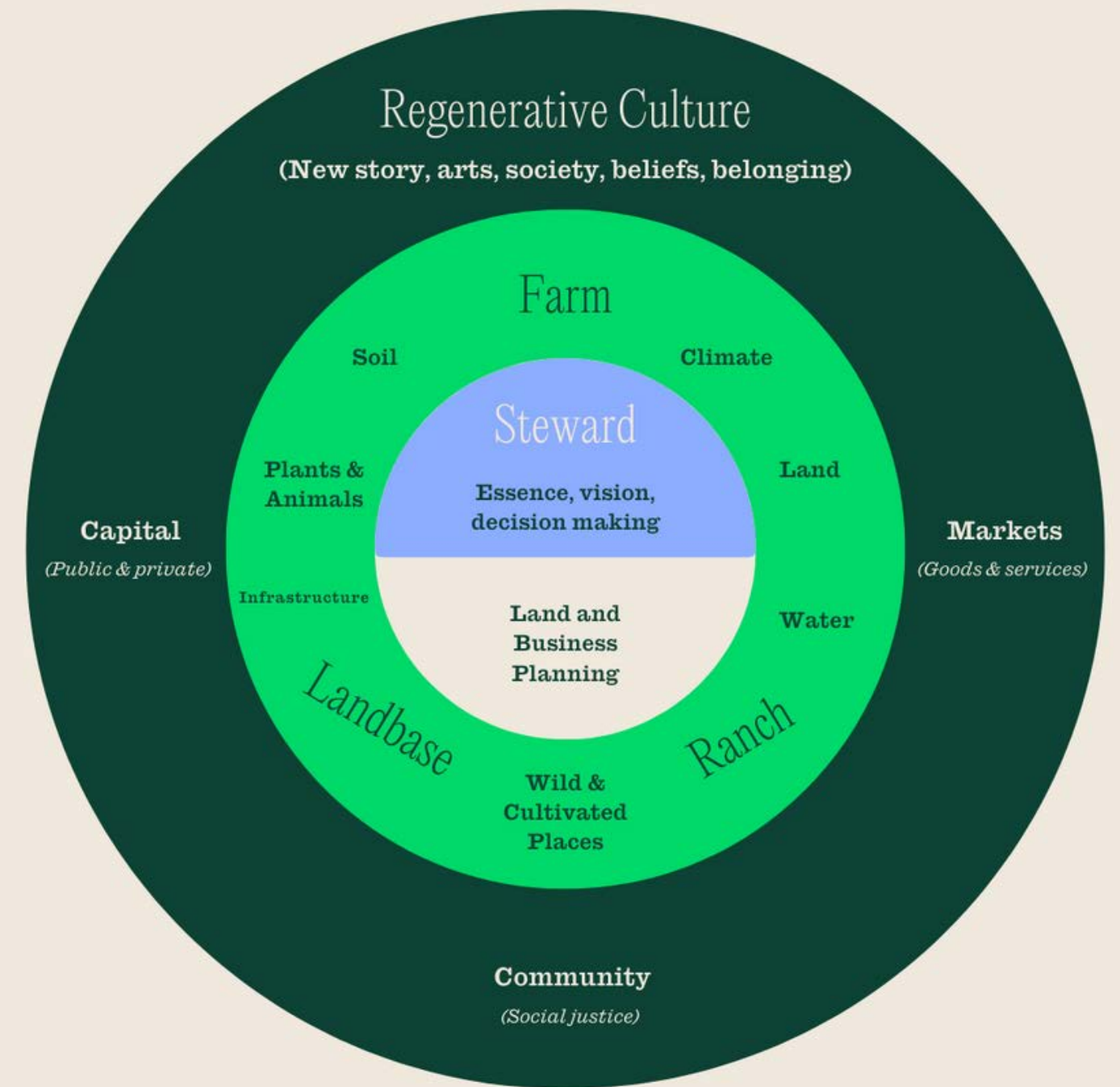


SWOT Analysis

We typically start our SWOT Analysis with the scales of permanence—climate, land, water, wild and cultivated places, infrastructure, plants, animals, and soil—located in the inner ring of our Framework of Change.

Then, we consider the SWOT of the steward and their decision-making team.

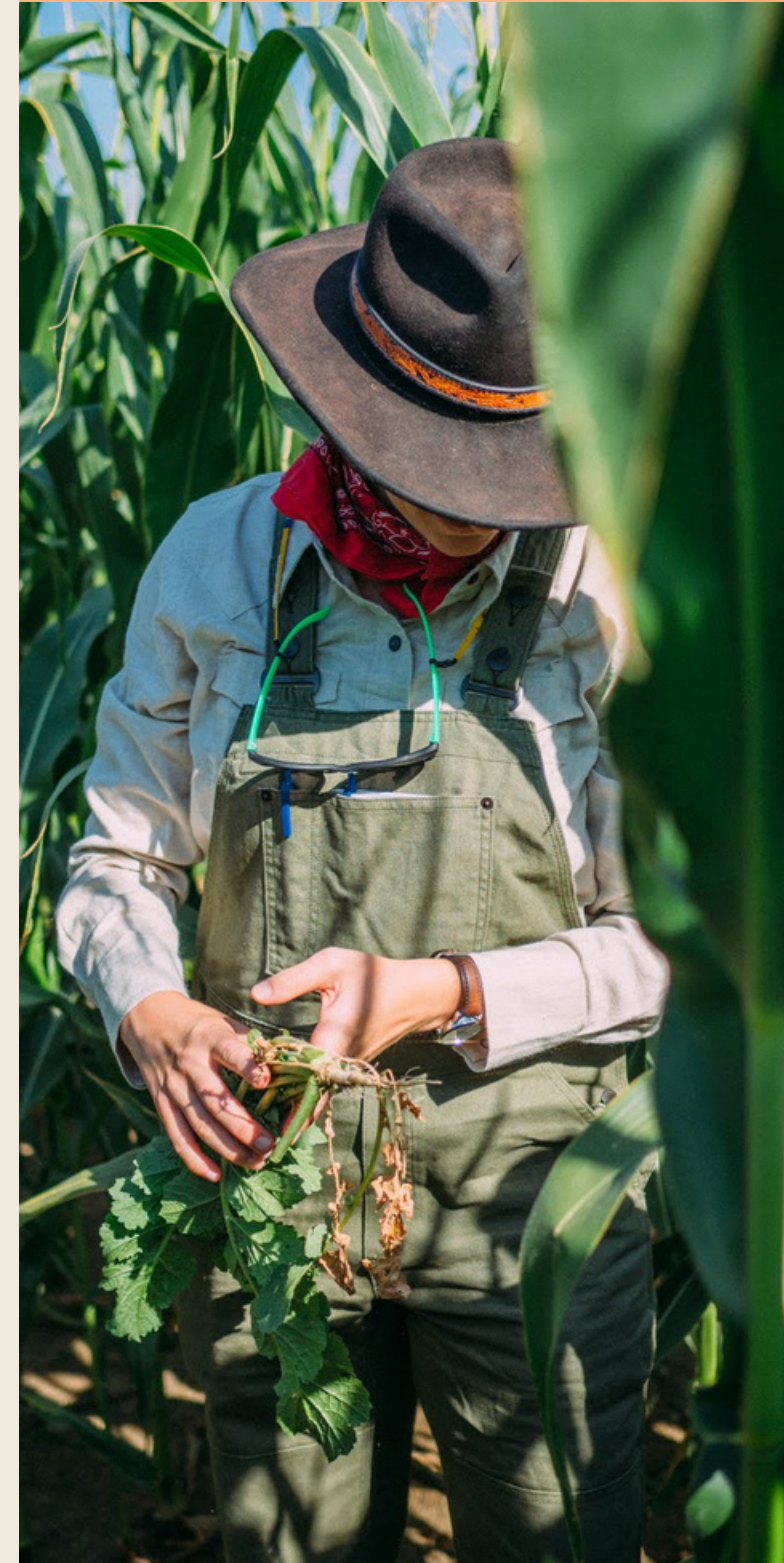
Finally, we assess the SWOT of the elements in the outer ring of the framework—markets, community, capital and story.



SWOT Tips

This can all seem a bit overwhelming, but it is meant to be a quick brainstorming exercise for the decision making team.

Start by picking one topic that you have strong working knowledge on—such as land or water—and provide a list under each header within the SWOT analysis diagram.



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SWOT Worksheet Example

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Location• Prime farmland• Riparian and forest• Own the land	<ul style="list-style-type: none">• Not certified organic• Poor water development• Compacted soil• Depleted organic matter in some fields
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Transition to organic• Infrastructure roads• Develop housing structure• Enterprise integration between animals and crop	<ul style="list-style-type: none">• Drought• Wind• Fire• Urban sprawl• Prairie dog encroachment

Moving Forward

Once the SWOT process is completed, we ask the steward for reflections on how they'd like to move forward:

- Which of these strengths, weaknesses, opportunities, and/or threats can you control?
- Which are out of your control?
- Which would you like to prioritize your energy toward achieving?
- Is there anything that you would be willing to let go of?



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The End

Continue exploring tools for
the first phase of our
**Regenerative Stewardship
Curriculum, Discover &
Define, [here](#).**