# SCOT Analysis

A SCOT analysis (alternatively SWOT analysis) is a planning method to evaluate **S**trengths, **C**hallenge, **O**pportunities, and **T**hreats. A SCOT identifies the internal and external factors that are favorable and unfavorable to achieve goals and objectives. A SCOT analysis may be incorporated into the strategic plan. The following describes the evaluation categories.

**Internal Analysis:**

* **S**trengths: *internal* characteristics that give an advantage to achieve performance goals
* **C**hallenges: *internal* characteristics that place you at a risk for not achieving performance goals

Factors can be evaluated across the organization in areas such as:

* Agency culture
* Agency image
* Organizational structure
* Key staff
* Operational efficiency
* Operational effectiveness
* Community awareness
* Market share
* Financial Resources

**External Analysis:**

* **O**pportunities: *external* opportunities to improve transit performance
* **T**hreats: *external* elements that could cause trouble

Factors can be related to areas such as:

* Customers
* Population trends
* Suppliers
* Partners
* Social changes
* New technology
* Economic environment
* Political and regulatory environment

**SCOT Brainstorm Activity:**

Think about your transit agency and the vision, mission, goals and objectives. First think about internal factors and then second think about external factors. What may represent strengths with respect to one may be a limitation for another. List all items as a brainstorm – no items are good or bad – this is a free flow of ideas. Please fill in the matrix below.

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| **Internal Analysis** |
| **Strengths** | **Challenges** |
|  |  |
| **External Analysis** |
| **Opportunities** | **Threats** |
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