

**SST: Adult roles**  
 Business manager

## Building a macro SWOT for a school

Source: Davies, B. and Ellison, L. (2000), *Strategic Direction and Development of the School*, Routledge, London.

Use this form to bring together the information which you have about your school from a strategic perspective.

	Strengths	Weaknesses
Curriculum		
Learning and teaching		
Assessment and results		
Extra-curricular activities		
Discipline and appearance		
Financial resources		
Premises		
Staffing, staff skills and abilities		
Governors		
Ethos/culture		

	Opportunities	Threats
Political, legal and economic factors		
Central/local educational changes		
Demographic and socio-cultural trends		
Employment trends		
Technology		
Customers		
Other providers		