

Case Studies/Activities

Chapter 14: Interprofessional practice

Activity 2 - SWOT & TOWS analysis

A SWOT analysis asks you to identify the strengths, weaknesses, opportunities and threats associated with a given subject matter – in this case interprofessional working. Try to complete each of the areas of the SWOT as fully as you can. You will find some suggested issues in the annotated SWOT at the end of this page.

Strengths	Weaknesses
Opportunities	Threats

As a second stage, consider the issues you have listed under weaknesses and threats and try to think about how these can be changed. This second stage is called a TOWS analysis and involves looking at the SWOT and thinking about how Threats can be turned into Opportunities and how Weaknesses can be turned into Strengths. It can be a useful way of thinking creatively about how difficulties could be overcome.

Annotated SWOT

Strengths	Weaknesses
<p>Holistic support Benefit from a range of perspectives and expertise Less unnecessary duplication Increased effectiveness Better coordination Better communication</p>	<p>Contested roles Power relations Different organisational structures Different management and accountabilities Contested leadership and/or coordination</p>
Opportunities	Threats
<p>Increase knowledge of other professionals Innovative and flexible practice Better use of skills and resources Development of leadership skills through professional knowledge</p>	<p>Professional identity Professional tribalism and stereotyping Professional language Difference in value base and models of practice Increased conflict</p>