Preparedness SWOT template

During the preparedness workshop, you should conduct a Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis of the stakeholders’ CTP capacity. When the National Society has CTP experience, it can be useful for each department to prepare a draft SWOT analysis before the workshop. The SWOT analysis exercise can help identify the critical bottlenecks and constrains that may prevent or limit the effectiveness, scale or timeliness of potential CTP responses. If possible, when describing weaknesses, include ways to overcome them. Below you will find an adapted example of preparedness SWOT analysis.

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| **Strengths** | **Weaknesses** |
| * Management is committed to consider cash transfers as a response option.
* SOPs for disaster response are in place and can be updated to include CTP.
* National Society Finance is ready to be engaged as long as procedures are developed and followed.
* CTP awareness is strong at National Society headquarters and branch level.
* NS has CTP experience (CFW, direct cash for shelter, livelihoods and for multi-sectoral needs).
* National Society has staff and volunteers with experience in CTP implementation.
* National Society has experience with national financial providers, e.g., remittance companies.
* CTP experiences to date are well documented.
* Communities are well organized and participative.
* Reliable secondary data is available.
* Technical support is available from IFRC and National Society partners.
* National Society networks and shares learning with other humanitarian organizations.
* Beneficiaries are very receptive to cash transfers.
* Communities value the flexibility of cash.
 | * The capacity of single financial service providers does not allow for a rapid response at scale. Consider working with more than one.
* Internal approval processes may delay large-scale encashment. This issue should be considered when updating SOPs.
* CTP skills among National Society staff and volunteers are limited. Consider training and coaching.
* Beneficiary households may face problems in accessing cash transfers (e.g., extra costs for transport, security, access to markets and access to financial provider). CTP design should address these issues.
* National Society assessment and programme design are not cash-sensitive. CTP needs to be integrated into National Society systems and tools (e.g., contingency plan, assessment questionnaires, SOPs).
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| **Opportunities** | **Threats** |
| * With CTP, beneficiaries have more choice.
* CTP allows for more cost-effective delivery of humanitarian assistance.
* Once systems and procedures are in place, CTP can be more rapid to deliver.
* NS has the potential to become a CTP leader in the national context and in the Movement.
* CTP may contribute to the professional development of NS staff and volunteers.
* CTP may contribute to NS communications with stories and monitoring data.
* CTP can increase fund-raising opportunities.
 | * Resources may be diverted – internally/externally.
* There is a potential for loss of visibility for the National Society.
* CTP may increase insecurity for beneficiary households.
* Financial service providers may lack capacity or willingness to deliver CTP.
* National Society staff and volunteers with experience in CTP may not be retained by the National Society.
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