

# PARENTING SWOT ANALYSIS

## A Practical Guide



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# Introduction

Parenting is work in progress demanding regular check-ups. As a matter of fact, we can't be 'enough' as a parent or be 'everything' for our children. We would always have limitations, weaknesses, and as well face challenges that require our inner strength and external support to overcome...

I am AbdulFattah A. Popoola, a parenting coach and child mentor. **I help parents develop proven and workable solutions to parenting challenges for them to have breakthroughs in their effort to raise a TOTAL child.** I developed this tool (Parenting SWOT analysis) to serve as a viable instrument with which parents can assess their parenting and learn to take the right steps in order to get the most out of their children.

Walk with me as I take you through the process and **experience parenting breakthroughs!**

## What is SWOT analysis?

SWOT Analysis (Strengths-Weaknesses-Opportunities-Threats Analysis) is a management diagnostic and evaluation tool that could be used to check the wellness, the risks, or the performance level of an establishment. It's one of the major tools for strategic management. SWOT Analysis is credited to Albert Humphrey, who tested this approach in the 1960s and 1970s at the Stanford Research Institute. This managerial tool helps in identifying and analysing the internal and external factors that can have an impact on the viability and successes of a business, place, or person.

While Strength and Weaknesses are generally internal, Opportunities and Threats are generally external. For that, SWOT analysis is also referred to as Internal-External analysis.

Our concern here is how this tool can make us more efficient in our parenting. Invariably the SWOT test prompts four salient questions for a parent:

1. *What are you doing well or better as a parent?---* **STRENGTH**
2. *In what and where are you not performing enough as a parent? ---***WEAKNESS**
3. *What are the edges and privileges you have to keep afloat to perform better as a parent? ---***OPPORTUNITIES**
4. *What can likely happen that can adversely affect your parenting? ---***THREATS**

Been able to answer these questions and taking appropriate actions, as well as timely proactive or reactive steps would help you record successes in your parenting.

## Strengths



Strengths are what you do better. They are areas where you fare the best as a parent. They are internal attributes and resources that support a successful parenting outcome. They are what you do as a parent that make things work out well and move forward. They are those things you do that make you a darling to your children. They are your personal values that you consistently live by e.g. courage, creativity, determination, friendship, kindness, honesty, adventure, religiosity, e.t.c.

## Weaknesses



Weaknesses are areas where you need to improve upon; those realities and demands you are struggling to meet up with; those aspects of your parenting where you are still struggling to meet the expectations of your children. It could also be a reflection of your own shortfalls observable in your children. Weaknesses are internal factors and resources that work against expected parenting goals and aspirations. e.g. wrong parenting style, being too permissive or too strict, lack of parenting skills, not having enough time with the children, negative personal attributes such as impatience, hot-temperament, fear, laziness, e.t.c



## Opportunities



Opportunities are chances and privileges that can favour your parenting. They are openings available to complement your parenting effort. They might arise due to positive change in your socio-economic status e.g. getting a new job that places you in a good financial stead, by which you can easily afford services that can bring positive changes to your children as well. Opportunities could also be in form of support from your spouse, relatives, or the school system; trainings on parenting platforms, leadership positions or positions of influence you hold in your place of work, community or religious places; free time e.g. work shifts, work leave, public holidays, weekends, vacation e.t.c. Opportunities usually arise from external situations and not necessarily from you, which could also mean that opportunities can arise from your children themselves e.g. when you have a grown up among your children who can oversee the affairs of his or her siblings in your absence.

Threats include anything that can negatively impact your parenting. They are risks that are not worth taking but are present. They are danger signs calling for your urgent attention as a parent. They are factors that could jeopardize your parenting effort. Threats could include adverse trends in the community or society, a decline in academic performance of your child(ren), a corrosive environment, adolescence stage, negative peer influence, high cost of living e.t.c. Threats could be internal or external factors militating against your parenting success.

## Threats



## How to do a Parenting SWOT analysis

A parent SWOT analysis is not really different from what is obtainable in the corporate world. In this case, you have to think as a goal-getter business manager but in your capacity as a parent. The steps below will guide you through the exercise:

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### **Step 1**

1. *Get a sheet of paper and write out all what you feel good about in your parenting (this should include you and your child(ren))*
2. *On the same paper, write out all what you feel bad about in your parenting (again this should also include you and your child(ren))*

The written points are to help you build further points for your SWOT analysis variables (i.e your strength, weakness, opportunities and threats).

### **Step 2**

- i. *Get another sheet of paper, divide the page into four quadrants and label the top two squares as Strengths and Weaknesses and the bottom two squares Opportunities and Threats (a sample template which you can print for use can be found on the last page of this guide).*
- ii. *Then you focus on yourself as a parent and fill in the squares with the points earlier listed in the first sheet of paper until you've been able to achieve a pretty good overall picture of your parenting.*

The following questions would further help you to determine what to write under each heading:

### **A. Strengths**

1. What are you naturally good at and how do you bring that skill into parenting?
2. What parenting skills have you worked to develop?
3. What do your children tell you they like about your parenting style?
4. What positive things do people tell you about your qualities?
5. What do you find easy to do?
6. What are your personal values?

### **B. Weaknesses**

1. What do you struggle with the most about parenting?
2. What do you wish you were better at?
3. What do your children tell you they don't like about your parenting style?
4. In what areas do you think you 'let your children down'?
5. What negative attributes do you possess?



### **C. Opportunities**

1. What opportunities are available to you to enhance your strengths?
2. What opportunities are available to overcome your weaknesses?
3. What potential supports are you not tapping into?
4. What does the future look like?
5. What positive changes are happening around you right now?

### **D. Threats**

1. What changes/challenges are you facing right now that you are not ready for?
2. Are your children moving into a different area of development or life?
3. What obstacles are in your way right now?
4. What is making you feel bad about yourself or being a parent?
5. What might cause problems in the future and how will it affect you or your children?

### **Step 3**

*After filling the squares, then you can start to analyse your points. As you are carrying out this mental exercise, write down what you think. Whatever you note down at this point would then be the result of your analysis.*

Furthermore, for you to get a true result, you need to ask yourself these questions and answer them:

1. Does my strength reflect in my children? In other words, are they like you?
2. In what aspects are my weaknesses affecting my children academically, morally, religiously, e.t.c (e.g. you are lazy in some aspects, likewise your children).
3. How can I overcome or work around my weaknesses? (e.g. register for parenting training, join parenting groups/platform, read books on parenting e.t.c).
4. What external support (opportunities) can I tap into to lessen the effect of my weaknesses on the children?
5. Can my strength help reduce my threats? If yes, how? And if no, how do I increase my strength?
6. What area(s) do I need to work on most?

e.g:

- Increase my strength
- Improve on my weaknesses
- Tap into more opportunities
- Reduce my threats

With the result of your SWOT analysis, you can begin to take proactive steps on how you parent your children, focusing on what matters most while improving on your shortfalls.

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Strengths

Weaknesses

SWOT

Opportunities

Threats