

2014-2018 STRATEGIC PLAN · SWOT ANALYSIS WORKSHEET

Internal Factors

External Factors

Strengths

- What do we do well?
- What unique resources can we draw on?
- What do others see as our strengths?

Opportunities

- What opportunities are open to us?
- What trends could we take advantage of?
- How can we turn your strengths into opportunities?

Weaknesses

- What could we improve?
- Where do we have fewer resources than others?
- What are others likely to see as our weaknesses?

Threats

- What threats could harm us?
- What is our competition doing?
- What threats do our weaknesses expose us to?