STRENGTHS (What advantages do we have? What do we do better than anyone else? What is unique about us? What resources do we have? What do other say about our strengths?)

1.

2.

3.

4.

5.

WEAKNESSES (What might we do better? What should we avoid? What would others identify as our weaknesses?)

1.

2.

3.

4.

5.

OPPORTUNITIES (What will come to fruition in the next year? What opportunities are available to us? What positive changes are anticipated?)

1.

2.

3.

4.

5.

THREATS (What obstacles do we face? What negative changes are anticipated? What are we missing or not facing?)

1.

2.

3.

4.

5.