

Identify the internal and external factors important to achieving a goal.

<h3 style="text-align: center;">Strengths</h3> <p>Attributes of the organization that are helpful to achieving an objective.</p> <ul style="list-style-type: none"> <li>• What do you do well?</li> <li>• What unique resources can you draw upon?</li> <li>• What do others see as your strengths?</li> </ul>	<h3 style="text-align: center;">Weaknesses</h3> <p>Attributes of the organization that are harmful to achieving an objective.</p> <ul style="list-style-type: none"> <li>• What could you improve?</li> <li>• Where do you have fewer resources than others?</li> <li>• What are others likely to see as weaknesses?</li> </ul>	<b>INTERNAL</b>
<h3 style="text-align: center;">Opportunities</h3> <p>External conditions that are helpful to achieving an objective.</p> <ul style="list-style-type: none"> <li>• What good opportunities are open to you?</li> <li>• What trends could you take advantage of?</li> <li>• How can you turn your strengths into opportunities?</li> </ul>	<h3 style="text-align: center;">Threats</h3> <p>External conditions that are harmful to achieving an objective.</p> <ul style="list-style-type: none"> <li>• What trends could harm you?</li> <li>• What is your competition doing?</li> <li>• What threats do your weaknesses expose you to?</li> </ul>	<b>EXTERNAL</b>

**+ POSITIVE**

**- NEGATIVE**

<p>Strengths</p>	<p>Weaknesses</p>
<p>Opportunities</p>	<p>Threats</p>