

## SWOT Worksheet



*Drive thy business, or it will drive thee. Ben Franklin*

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| <p><b>Strengths...(to BUILD!)</b><br/> <i>What do we do well?<br/>           What helps us succeed?<br/>           What unique resources do we possess?</i></p>  | <p><b>Weaknesses...(to RESOLVE!)</b><br/> <i>What could we improve?<br/>           What resources do we lack?<br/>           What keeps us from succeeding fully?</i></p>                          |
| <p><b>Opportunities...(to EXPLOIT!)</b><br/> <i>Which strengths can we capitalize on?<br/>           Of which trends could we take advantage?<br/>           What external conditions can help us succeed?</i></p> | <p><b>Threats...(to AVOID!)</b><br/> <i>What could cause us to lose business or credibility?<br/>           What external conditions could be detrimental to our business in coming years?</i></p> |

When SWOT is complete, 3-5 issues/realistic goals become apparent.

These goals form the plan with deadlines.

The creation of a short report (STRATEGIC PLAN) keeps a picture of the future, as we envision it, clear and concise for all to see.

It is revisited/tweaked throughout the year.