



CURRENT SITUATION

In order to determine where we want to go, we must have an understanding of where we are. A SWOT analysis will help us understand what is working or not working in our current situation.

STRENGTHS

Strengths are areas where you operate at an excellent level. It might be a competitive advantage or unique proprietary process that separates you from everyone else.

What do you consider the top 5 strengths of your organization?

- 1.
- 2.
- 3.
- 4.
- 5.

WEAKNESSES

Weaknesses are areas where you are not performing at the level necessary to be excellent. These are areas that can be improved upon with some focus and attention.

What do you consider the top 5 weaknesses of your organization?

- 1.
- 2.
- 3.
- 4.
- 5.



OPPORTUNITIES

Opportunities are those areas where you can gain an advantage or develop a strength if given some focus and attention. Opportunities could be internal or external.

- 1.
- 2.
- 3.
- 4.
- 5.

THREATS

Threats are the things that can keep you from achieving what you want. They are the barriers to your successful realization of your objectives.

What are the top 5 threats your organization faces today?

- 1.
- 2.
- 3.
- 4.
- 5.