

SWOT ANALYSIS

The Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis is a tool to align leadership on a common view of their business landscape. This shared view aids in selecting priorities for strategic Objectives and Goals.

	HELPFUL	HARMFUL
INTERNAL	<p>Strength things you do well</p> <p>internal capability or resource that is helpful in supporting your mission and achieving your vision</p>	<p>Weakness things you lack</p> <p>gap in capability or resource that is harmful and detracts from your mission and achieving your vision</p>
EXTERNAL	<p>Opportunity areas to explore</p> <p>something external to your organization that could be leveraged to pursue mission and achieving your vision</p>	<p>Threat emerging challenges</p> <p>something external to your organization that could be harmful to your mission and achieving your vision</p>