

## S.W.O.T – Company

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p>Strengths</p> <ul style="list-style-type: none"> <li>• What skills drive your company’s passion?</li> <li>• What makes your company unique?</li> <li>• If you could choose one strength for your company to focus on every day, what would it be?</li> </ul>		<p>Opportunities</p> <ul style="list-style-type: none"> <li>• What Opportunities would expand your company’s growth?</li> <li>• What trends are you seeing?</li> <li>• What strengths can you use to turn these opportunities into reality?</li> </ul>	
<p>Threats</p> <ul style="list-style-type: none"> <li>• What threats do you feel or envision internally and externally?</li> <li>• What threats do your company’s weaknesses expose it to?</li> <li>• What conditions cause a threat?</li> </ul>		<p>Weaknesses</p> <ul style="list-style-type: none"> <li>• What is your company not good at doing?</li> <li>• What decreases revenue?</li> <li>• What can you eliminate now from your company to make it stronger?</li> </ul>	

**COMPANY SWOT**

S \_\_\_\_\_  
W \_\_\_\_\_  
O \_\_\_\_\_  
T \_\_\_\_\_

**REGIONAL SWOT**

S \_\_\_\_\_  
W \_\_\_\_\_  
O \_\_\_\_\_  
T \_\_\_\_\_

**YOUR TEAM SWOT**

S \_\_\_\_\_  
W \_\_\_\_\_  
O \_\_\_\_\_  
T \_\_\_\_\_

**ADDITIONAL NOTES:**