SWOT ANALYSIS

Identify the strengths, weaknesses, opportunities and threats within your organization. What competitive advantages do you have, what are you great at? What areas are you exposed? What opportunities do you see coming your way? What could threaten your growth?

This is a living document and should be revisited annually at a minimum to determine where you’ve grown in both strengths and weaknesses, what new opportunities have come up, which opportunities you’ve taken advantage of and which threats you’ve neutralized.

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| **STRENGTHS** | **WEAKNESSES** |
| **OPPORTUNITIES** | **THREATS** |

Last updated: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_