

STRENGTHS

- 1) Things your company or product is good at
- 2) Tangible assets
- 3) Think about the advantages your organization has over other organizations. These might be the motivation of your staff, access to certain materials, or a strong set of manufacturing processes.

WEAKNESSES

- 1) Things your company need
- 2) What does your competitors do better than you
- 3) Think about what you could improve, and the sorts of practices you should avoid.

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OPPORTUNITIES

- 1) Observed markets in your niche
- 2) Low competition arenas
- 3) Think about good opportunities you can spot immediately. These don't need to be game-changers: even small advantages can increase your organization's competitiveness

THREATS

- 1) Emerging tech
- 2) Laws and compliances
- 3) Supply chain problems, shifts in market requirements, or a shortage of recruits. It's vital to anticipate threats before you become a victim of them and your growth stalls

