SWOT ANALYSIS TEMPLATE

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| **STRENGTHS** | **WEAKNESSES** |
| *What do we do well? What internal resources do we have? What advantages do we have over similar organizations?*      | *What factors in our control detract from our ability to be more effective? What areas need improvement? What does our organization lack?*      |
| **OPPORTUNITIES** | **THREATS** |
| *What opportunities exist in our area of expertise that we can benefit from? Is the opportunity sustainable or one-time?*      | *What might threaten our effectiveness? What factors exist that are beyond our control? Are there any anticipated unfavorable trends?*      |