

SWOT

Strengths, Weaknesses, Opportunities, Threats

1. Hang newsprint and label.

Internal	
S	W

External Forces		
O		T

2. Start with identifying Internal Strengths and Weaknesses
 - a. Have the focuser (and participants) offer strengths and weaknesses.
 - b. Prioritize.
3. Identify external forces that impact the organization/department being assessed.
4. Prioritize forces - which are having the greatest impact?
5. Identify possible opportunities (O) or threats (T) related to the top forces.
 - prioritize
6. If not done before, prioritize among S/W and O/T.
7. State possible strategic issues based on top S/W, O/T.

Additional Steps (if time allows, if it is appropriate for this team's work)

8. Change top strategic issues into strategic goals.
9. Possibly incorporate into larger vision statement.
10. Develop a plan for addressing the strategic goals.