

SWOT ANALYSIS

A SWOT Analysis is a tool to help analyze your own or your organization's strengths, weaknesses, opportunities, and threats. It is a framework to help you identify what you have working in your favor as well as what isn't. Use this template to help think through a decision, a strategy for your business or group or personal goal setting.

	Favorable	Unfavorable
Internal	<u>STRENGTHS</u>	<u>WEAKNESSES</u>
External	<u>OPPORTUNITIES</u>	<u>THREATS</u>

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