



Be honest and real. Be constructive while truth telling. Put your feet in someone else's shoes.
Be open-minded and think outside the box.

<p>Strengths:</p> <ul style="list-style-type: none"> • What do we do well? • What advantages do we have? • What are our resources and assets? • What do others acknowledge as strengths of our organization? 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • What could we do better? • Where are we at risk?
<p>Threats:</p> <ul style="list-style-type: none"> • Are any of our weaknesses likely to make us vulnerable? • What outside issues beyond our control or within that block our progress? • Are other like organizations doing anything different? • Are there any big changes in our demographics or industry? 	<p>Opportunities:</p> <ul style="list-style-type: none"> • What do we know about but have not been able to try? • Are there any new frontiers that we can explore?

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