

SWOT Analysis

Strengths. What do you perceive are strengths of the _____ organization?

Weaknesses. What do you perceive are weaknesses of the organization?

Opportunities. What do you perceive are opportunities for the organization?

Threats. What do you perceive are threats to the organization? (points of vulnerability)

The diagram is a 2x2 matrix for SWOT analysis. A vertical double-headed arrow in the center separates the left column (Strengths and Opportunities) from the right column (Weaknesses and Threats). A horizontal double-headed arrow in the center separates the top row (Strengths and Weaknesses) from the bottom row (Opportunities and Threats). The quadrants are labeled as follows:

- Top-Left (Internal Strengths):** Labeled "INTERNAL" vertically on the left. Contains the heading "Strengths" and a numbered list from 1. to 5.
- Top-Right (Internal Weaknesses):** Contains the heading "Weaknesses" and a numbered list from 1. to 5.
- Bottom-Left (External Opportunities):** Labeled "EXTERNAL" vertically on the left. Contains the heading "Opportunities" and a numbered list from 1. to 5.
- Bottom-Right (External Threats):** Contains the heading "Threats" and a numbered list from 1. to 5.