



Strengths

- What do we do best?
- What unique knowledge, talent, or resources do we have?
- What advantages do we have?
- What do other people say we do well?
- What resources do we have available?
- What is our greatest achievement?

Weaknesses

- What could we improve?
- What knowledge, talent, skills and/or resources are we lacking?
- What disadvantages do we have?
- What do other people say we don't do well?
- In what areas do we need more training?
- What customer complaints have we had about our service?



- How can we turn our strengths into opportunities?
- How can we turn our weaknesses into opportunities?
- Is there a need in our agency that no one is meeting?
- What could we do today that isn't being done?
- How is our field changing? How can we take advantage of it?
- Who could we support? How could we support them?

- What obstacles do we face?
- Could any of our weaknesses prevent us from meeting our goals?
- Who and/or what might cause us problems in the future? How?
- Are there any standards, policies, and/or legislation changing that might negatively impact us?
- Are we competing with others to provide service?
- Are there changes in our field or in technology that could threaten our success?

Opportunities

Threats