Strengths, Weaknesses, Opportunities and Threats (S.W.O.T.) Analysis

This worksheet has been informed by worksheets 15, 16, 17 and 18 from Bryson & Alston *Creating and Implementing Your Strategic Plan* workbook, for those of you who have participated in this Extension-sponsored training. For other relevant reading, see: [http://www.mapnp.org/library/plan_dec/str_plan/strgzng.htm](http://www.mapnp.org/library/plan_dec/str_plan/strgzng.htm)

Internal strengths are resources or capabilities that help your county office accomplish its mandates or mission. What are your office's internal strengths?

Internal weaknesses are deficiencies in resources and capabilities that hinder an organization's ability to accomplish its mandate or mission. What are your office's internal weaknesses?

External opportunities are outside factors or situations that can affect your county office in a favorable way. What are your office's external opportunities?

External threats are outside factors or situations that can affect your county office in a negative way. What are your office’s external threats?