**SWOT ANALYSIS**

|  |  |
| --- | --- |
| *Analysis: Where are we today in terms of realizing our* ***MISSION?*** *What are our Strengths, Weaknesses, Opportunities, and Threats?* | |
| **Strengths** (What do we do well?, What unique resources do we have to draw on? What do others see as our strengths?) | **Weaknesses** (What can we improve? Where do we have fewer resources? What are others likely to see as weaknesses?) |
| **Opportunities** (What opportunities are open to us? What trends could we take advantage of? How can we turn our strengths into opportunities?) | **Threats** (What threats could harm us? What threats do our weaknesses expose us to?) |