

# SWOT Analysis

- **What is it?:**

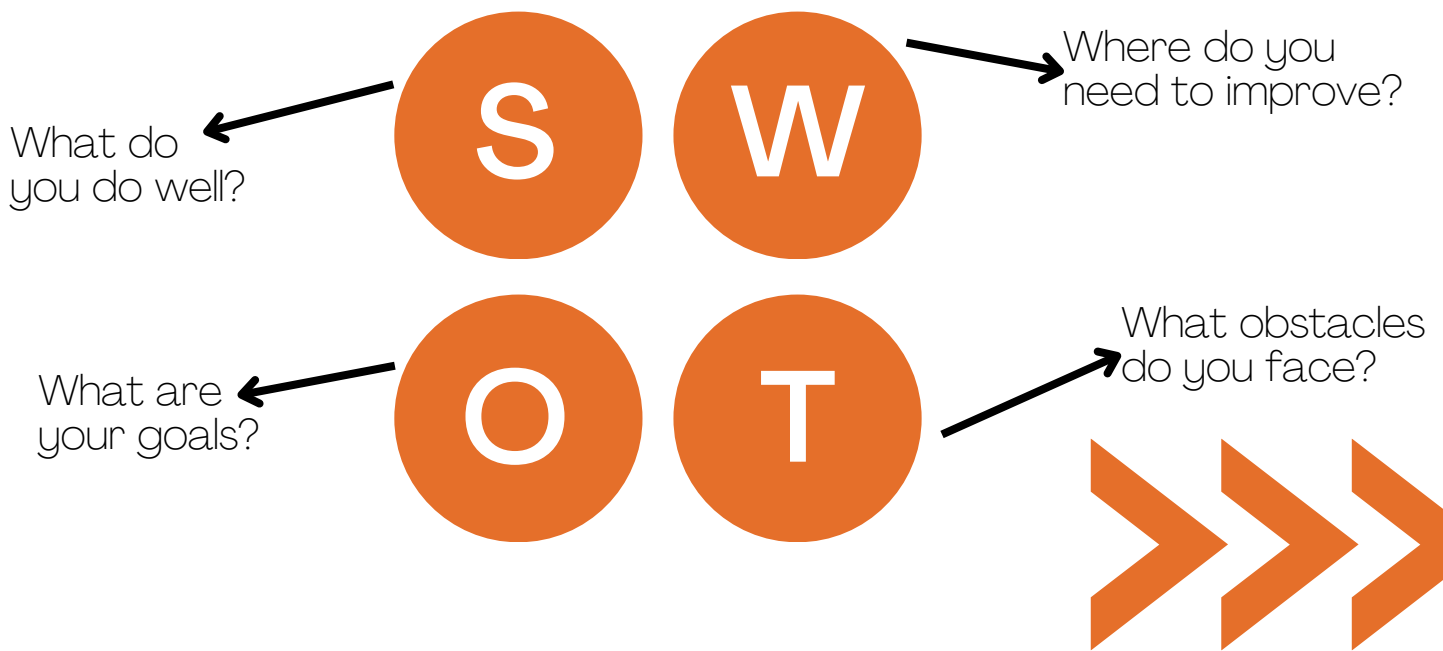
A SWOT Plan, or **Strengths, Weaknesses, Opportunities, or Threats** is simple way to assess an organization, team, project, or leader by identifying their strengths, weaknesses, opportunities, and threats to success. By understanding these pieces, the leader or organization can implement strategies to ensure success like risk mitigation planning, leveraging strengths to meet goals, or identifying how to combat potential threats or weaknesses.

- **Why do you need one?:**

Understanding these components will allow you to prepare for different scenarios or leverage the strengths you have over your competition.

- **How do you use this one?:**

Fill in each of the boxes to the best of your ability. Have it peer reviewed by others to make sure there isn't anything missing like additional strengths, weaknesses, opportunities, or threats.



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