



Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis Template

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	Internal	External
Positive	S Strengths – <i>positive factors that contribute to our success</i>	O Opportunities – <i>current and upcoming opportunities</i>
Negative	W Weaknesses – <i>barriers to success/areas for improvement</i>	T Threats – <i>external threats that could negatively impact our success</i>