



SWOT Worksheet

Independently, thinking about your department/role within your organization, conduct a SWOT analysis.

Department: _____

Date: _____

		POSITIVE	NEGATIVE
		Strengths	Weaknesses
INTERNAL		_____	_____
		_____	_____
		_____	_____
		_____	_____
		_____	_____
		How can we best maximize our strengths?	How can we minimize our weaknesses?
		_____	_____
		_____	_____
		_____	_____
		_____	_____
EXTERNAL		Opportunities	Threats
		_____	_____
		_____	_____
		_____	_____
		_____	_____
		_____	_____
		How do we leverage our opportunities?	How do we protect against threats?
		_____	_____
		_____	_____
		_____	_____