A **Strengths, Weaknesses, Opportunities, and Threats (SWOT)** exercise is completed after the information gathering stage of the planning process and guides the creation of strategic directions or goals that lead to plan objectives and actions. Strengths and weaknesses are examined to determine how they can be leveraged to take advantage of the opportunities and threats.

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| **Strengths**. | **Weaknesses** |
| **Opportunities** | **Threats** |

## **SWOT Analysis Questions**

1. How can we use our strengths to take advantage of the opportunities?
2. How can we take advantage of our strengths to mitigate threats?
3. How can we use our opportunities to overcome the weaknesses we are experiencing?
4. How can we minimize our weaknesses and avoid threats?