

## SWOT Analysis

The SWOT analysis is an extremely useful tool for improving understanding and supporting decision-making for all sorts of situations in life, business and organizations. SWOT is an acronym for Strengths, Weaknesses, Opportunities, Threats. It is an exercise that is easy to do and invites participation among others who may be involved or affected by the issue being addressed and related outcomes. Using a SWOT template enables proactive thinking, rather than relying on habitual or instinctive reactions.

<b>SWOT Analysis in Application</b> Below are examples of the different types of characteristics to look for when performing a SWOT Analysis around different business issues.			
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My Goal - My Action Plan

My Optimized Goal: \_\_\_\_\_

My Action Plan

What 3 to 5 things will you plan to do to move your goal forward based on the SWOT analysis?

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5. \_\_\_\_\_

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***Think it - See it - Make it Happen***