

SWOT Analysis Worksheet for PAL

Strengths:

What do you do well? What is unique about your organization? What do others see as your strengths?

Weaknesses:

What could you improve? Where are your resources inadequate? What do others see as your weaknesses?

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Opportunities:

What worthwhile opportunities are open to you?
What trends could you take advantage of? How can
you turn your strengths into opportunities?

Threats:

What trends could potentially harm you? What is
your competition doing? What threats do your
weaknesses expose you to?

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Please use this form to note your thoughts and ideas. Bring it to the meeting and be prepared to talk about those thoughts.

There are no right or wrong answers. Your particular responsibilities and work experiences, the ways in which you perceive things, your world view, all give you a unique perspective. Because you have a unique perspective, you will see things a little differently than others might see them.

When we combine the thoughts and ideas of everyone, we will have a bigger picture of our organization's strengths, weaknesses, opportunities and threats than any one of us could create working alone.

Thank you for your willingness to be part of this process.