



SWOT Analysis Worksheet

<p>Strengths</p> <p>What are your organization's strengths in reaching this audience?</p> <p>What unique resources can your organization use?</p>	<p>Weaknesses</p> <p>What are the barriers to reaching this audience?</p> <p>What might this audience see as your organization's weakness(es)?</p>
<p>Opportunities</p> <p>What opportunities are open to your organization?</p> <p>Could your organization take advantage of certain trends? What trends?</p> <p>How can you turn your strengths into opportunities?</p>	<p>Threats</p> <p>What threats could harm your organization?</p> <p>What threats do your weaknesses expose you to?</p>