## SWOT

### Strengths
- What advantages does your project/team/organization have?
- What do you do better than anyone else?
- What do people in your arena see as your strengths?
- What factors mean that you perform well/achieve impact?
- Who are your partners/stakeholders and what is their value?

### Weaknesses
- What could you improve?
- What should you avoid?
- What are the people you serve likely to see as weaknesses?
- What factors in your structure/organization could cause you to lose funding?

### Opportunities
(Note: Look at your strengths and see if they open up opportunities and also look at your weaknesses and ask whether you could create opportunities by eliminating weaknesses)
- Where are the good opportunities facing you?
- What are the interesting trends you are aware of?
- Are their changes in policies that can help you?
- Is there a better use of technology?
- Are their partners/stakeholder to bring to the table?

### Threats
- What obstacles do you face?
- Should you be worried about sustainability?
- Are their factors such as specifications for funding, products produced or services changing?
- Is changing technology threatening or helping your cause?
- Do you have cash flow issues?
- Is staffing and/or staff training a problem?
- Could any of your weaknesses seriously threaten your sustainability?
- Are you stuck doing things one way and resistant to change?