Can be used either in a 'Strategy Brainstorm' environment or for more formal planning

Use bullets and then begin ranking in each quadrant

Next: Define 4 key Strategies:

**Strength-->** Opportunity strategies (how can you use your strengths to maximize opportunities?)

**Strength -->** Threat strategies (use your strengths to minimize threats?)

**Weakness -->** Opportunity strategies (how can you minimize weaknesses using the opportunities you've identified?)

**Weakness -->** Threat strategies (how do you focus minimizing weaknesses to avoid the identified threats?)

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| --- | --- |
| **INTERNAL** | **EXTERNAL** |
| **Strengths** (What do you do well? How would others categorize your strengths) | **Opportunities** (What trends do you see? Are Strengths linked to any Opportunities?) |
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| **Weaknesses** (Where are you resource constrained? What gaps do you have? What are clients saying about your Products?) | **Threats** (What risks do you see today? Are there particular competitive threats? Do your weaknesses expose you to certain threats?) |
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