

Traditional SWOT Analysis

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| STRENGTHS | WEAKNESSES |
| <ul style="list-style-type: none">• Bulleted lists of group attributes considered to be strengths. | <ul style="list-style-type: none">• Bulleted lists of group attributes considered to be weaknesses. |
| OPPORTUNITIES | THREATS |
| <ul style="list-style-type: none">• Bulleted lists of characteristics of the environment considered to offer opportunities to the group. | <ul style="list-style-type: none">• Bulleted lists of characteristics of the environment considered to pose threats to the organization. |

POINTS:

Purpose of SWOT: To identify a "STRATEGIC PATH" in which the group can:

- Use its STRENGTHS to capitalize on OPPORTUNITIES and avoid THREATS.
- Minimize the impact of its WEAKNESSES (or at least identify WEAKNESSES that need strengthening).

SWOT is a "Fit" technique:

- STRENGTHS & WEAKNESSES are part of the group.
- OPPORTUNITIES & THREATS are part of the environment.
- The STRATEGIC PATH is "Fit."