

	Positives	Negatives
Internal • Human resources • Physical resources • Financial resources • Activities and processes • Past experiences	Strengths What are your own advantages, in terms of people, physical resources, finances? What do you do well? What activities or processes have met with success?	Weaknesses What could be improved in your organization in terms of staffing, physical resources, funding? What activities and processes lack effectiveness or are poorly done?
External • Future trends - in your field or the culture • The economy • Funding sources (foundations, donors, legislatures) • Demographics • The physical environment • Legislation • Local, national, or international events	Opportunities What possibilities exist to support or help your effort - in the environment, the people you serve, or the people who conduct your work? What local, national, or international trends draw interest to your program? Is a social change or demographic pattern favorable to your goal? Is a new funding source available? Have changes in policies made something easier? Do changes in technology hold new promise?	Threats What obstacles do you face that hinder the effort - in the environment, the people you serve, or the people who conduct your work? What local, national, or international trends favor interest in other or competing programs? Is a social change or demographic pattern harmful to your goal? Is the financial situation of a funder changing? Have changes in policies made something more difficult? Is changing technology threatening your effectiveness?