

SWOT: SIMPLE VERSION FOR BRAINSTORMING

		<i>GOOD</i>	<i>BAD</i>
		<b>STRENGTH</b>	<b>WEAKNESSES</b>
<i>INTERNAL</i>			
	<i>EXTERNAL</i>	<b>OPPORTUNITIES</b>	<b>THREATS</b>

SWOT: STRATEGY EVALUTATION

	STRENGTH	WEAKNESSES
OPPORTUNITIES	S-O	W-O
THREATS	S-T	W-T

**Guidance:**

**S-O strategy** - pursue opportunities

**W-O strategy** - overcome weaknesses to pursue opportunities

**S-T strategy** - use strengths to reduce threats

**W-T strategy** - use weaknesses to reduce threats