

"SWOT" Analysis

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

Strategic Business Planning

VISION

How can we become more effective to our customers?

VALUES

The values we will use to get there...

STRATEGY

- 1. What we are going to focus on along the way?*
- 2. How we are going to get there?*
- 3. How will we measure our success?*

CORE COMPETENCIES

What we need to do well to succeed...

SKILLS

What specific skills are required?



Strategic Business Planning

VISION

How can we become more effective to our customers?

Strategic Business Planning

VALUES

The values we will use to get there...

Strategic Business Planning

STRATEGY

- 1. What we are going to focus on along the way?*
- 2. How we are going to get there?*
- 3. How will we measure our success?*