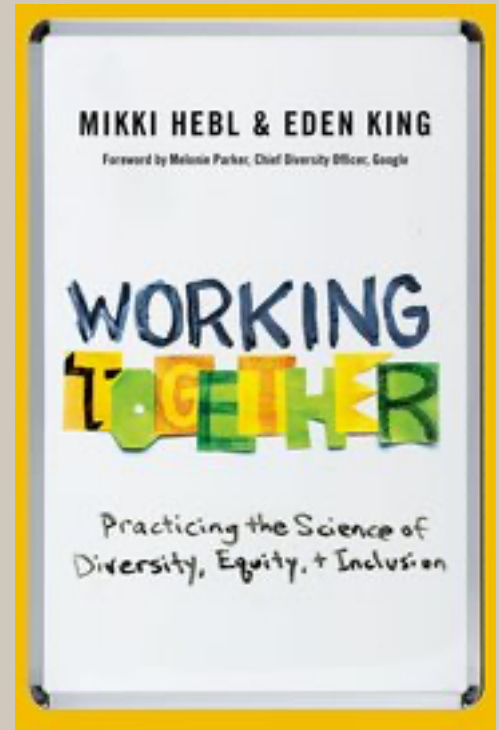


WHAT'S NEXT? SWOT ANALYSIS



After organizations have set SMART goals, it is crucial to then complete a SWOT analysis which may aid in crafting strategies for goal attainment. **What is a SWOT analysis?**

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WHAT IS A SWOT ANALYSIS?

Completing a SWOT analysis gives organizations the opportunity to strategize and make effective strides towards achieving goals! By assessing both current and future states of the organization, strategizing is made easier.



S

STRENGTHS

Considering the strengths or characteristics that offer an advantage can help organizations identify the areas that can be leveraged for change.

01

W

WEAKNESSES

Focusing on organizational weaknesses or disadvantages can help direct development.

02

O

OPPORTUNITIES

Opportunities may reflect areas for investment or growth that can be exploited to accomplish goals.

03

T

THREATS

The consideration of threats or potential setbacks to achieving goals ensures that appropriate flexibility is built into the change process.

04