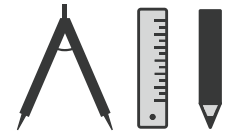# SWOT ANALYSIS

WHAT? A SWOT analysis is about identifying strengths, weaknesses, opportunities & threats.

WHY? To identify strengths, weaknesses, opportunities & threats, gives a good overview & creates understanding of what the challenges are. It gives a good understanding of your project, highlights what needs to be prioritised and what your strong points are.

METHODKIT™

NOW

FUTURE

STRENGTHS

OPPORTUNITIES

+ PROS

– CONS

WEAKNESSES

THREATS