



Strengths, weaknesses, opportunities, & threats (SWOT)

Use this framework to analyze your organization, or a specific product, service, project, or policy. Dividing your analysis into these four parts helps clarify the existing forces that will affect your organization’s future.

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Need some inspiration?

See a finished version of this template to kickstart your work.

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Analyze one topic in four ways

On individual sticky notes, write the strengths, weaknesses, opportunities, and threats to your organization, product, or service. Cluster related notes, then give each theme a sentence-like label.

