

## S.W.O.T Template

		Helpful	Harmful
Internal	<b>Strengths</b>	Things you <i>can</i> control	<b>Weaknesses</b>
	What do you see as your assets or advantages? <ul style="list-style-type: none"> <li>Within your staff</li> <li>Within your organization</li> <li>Within your location</li> <li>Within your resources</li> </ul>		What do you see as your gaps or disadvantages? <ul style="list-style-type: none"> <li>With your staff</li> <li>With your sponsor</li> <li>With your financial viability</li> <li>With your location</li> </ul>
External	<b>Opportunities</b>	Things you <i>cannot</i> control	<b>Threats</b>
	What changes are occurring or trending that could benefit our program? <ul style="list-style-type: none"> <li>Healthcare reform</li> <li>Partnerships</li> <li>Alliances</li> <li>Captive audiences</li> </ul>		What factors stand in the way or impede improvement? <ul style="list-style-type: none"> <li>Competition</li> <li>Economic/sustainability factors</li> <li>Political environment</li> <li>Market demand</li> <li>Change in demographics</li> <li>Change in health plans/payers</li> </ul>

**Summary of Findings and Recommendations :**