

**Figure 11.5**

## **SWOT Analysis**

### **Strengths**

List attributes of the organization that are helpful in achieving the objective.

### **Weaknesses**

List attributes of the organization that are detrimental to achieving the objective.

### **Opportunities**

List external conditions that are helpful to achieving the objective.

### **Threats**

List external conditions that could be detrimental to achieving the objective.