

STRENGTHS, WEAKNESS/LIMITATIONS, OPPORTUNITIES, THREATS (SW/LOTS)

Assessing internal and external Strengths, Weakness/Limitations, Opportunities, Threats (SW/LOTS) before, during, and post planning process helps us identify shifts required to make our strategy dynamic and sustainable – long term.

A well-rounded strategy examines the internal workings of the organization, as well as external SW/LOTS. Date all assessments to demonstrate activity towards the goal(s.)

INTERNAL	STRENGTHS	WEAKNESSES LIMITATIONS	OPPORTUNITIES	THREATS
Operational leadership				
Financial strength				
Capabilities				
Responsiveness of workforce				

EXTERNAL	STRENGTHS	WEAKNESSES LIMITATIONS	OPPORTUNITIES	THREATS
Jurisdiction’s reputation				
Market share				
Jurisdiction’s ability to meet market needs				
Jurisdiction’s ability to meet market trends				
Value your Jurisdiction’s brings to the market				
Jurisdiction’s quality				
Customer service and support quality				
Quality /effectiveness of past marketing				
Cost of working in the jurisdiction				
Distribution/ Communication				
Geographic location				