

S

Strengths

1. What do we do well?
2. How do we stand out?
3. What are we best known for in the community?
4. What do donors love about our organization?
5. How do we differentiate ourselves from our competition?
6. What motivates our staff? Our board?

W

Weaknesses

1. What are the obvious areas of concern?
2. What complaints do we hear from clients, employees, community partners?
3. Where can we improve?
4. What is not making a difference?
5. What skills or knowledge gaps do we have?

O

Opportunities

1. What do we do well that we wish to do more of?
2. Where are there opportunities for growth?
3. What should you start doing?
4. What is missing that you need to be doing?
5. What distant drumbeats are your hearing in your community?

T

Threats

1. Where are we most vulnerable?
2. Who are our top three competitors?
3. Who else is providing similar services and support?
4. What is threatening your organization?
5. Customer trends?
6. Economic trends?