

Step 1. Develop 4 Strengths (What's great about your idea and what you do well.)

Step 2. Develop 4 Weaknesses (what you do badly or are lacking)

Step 3. Develop 4 Opportunities (where and what they are)

Step 4. Develop 4 Threats (what are your hurdles)

Step 5. Examine each strength and its opportunities and answer, How can I use these strengths to commercialise this opportunities?

Step 6. Examine each strength and its threats and answer, How do I use these strengths to overcome these threats?

Step 7. Examine each weakness and its opportunities and answer, what do I do to make sure that these weaknesses don't spoil these opportunities?

Step 8. Examine each weakness and its threats and answer, what if these weaknesses combine with these threats, what corrective action will I need to take?

Step 9. Develop action plans for the top three strategies that will have the most impact on your organisation

SWOT Analysis

		Strengths	Weaknesses
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Opportunities		<hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/>
		<hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/>
		<hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/>
	Threats	<hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/>
Action Plans to implement the top three Strategies			
1. <hr/>			
2. <hr/>			
3. <hr/>			