

### SWOT Analysis

**Strengths and Weaknesses** : the internal environment - the situation inside the organization. Factors tend to be in the present tense.

<b>STRENGTHS</b> - <i>What worked well?</i>	<b>WEAKNESSES</b> - <i>What could be done differently?</i>
<b>OPPORTUNITIES</b> - <i>Where did we miss an opportunity?</i>	<b>THREATS</b> - <i>What limits the success of our project?</i>

**Opportunities and Threats**: the external environment - the situation outside the company or organization. Factors tend to be in the future tense.