

SWOT ANALYSIS

date _____

Student _____ Tutor _____

STRENGTHS

What do we do well? What internal resources do we have? What advantages do we have over similar organizations?

WEAKNESSES

What factors in our control detract from our ability to be more effective? What areas need improvement? What does our organization lack?

OPPORTUNITIES

What opportunities exist in our area of expertise that we can benefit from? Is the opportunity sustainable or one-time?

THREATS

What might threaten our effectiveness? What factors exist that are beyond our control? Are there any anticipated unfavorable trends?