

SWOT WORKSHEET

SWOT is an examination of a group's internal strengths and weaknesses, as well as the environment's opportunities and threats. It should be used in the beginning stages of decision-making and strategic planning in light of the vision and mission statements that the planning group has established.

Strengths: What are the community's particular strengths? Do you do something particularly unique? What could be an asset in developing objectives for your plan?

Weaknesses: What is your community lacking? What do others seem to accomplish that you cannot? What could limit your community health planning efforts?

Potential Internal Strengths	Potential Internal Weaknesses
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

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Opportunities: What is happening in your community that could provide opportunities?

Threats: What is happening that could pose threats to the process or your goals?

Potential External Opportunities	Potential External Threats
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.