



## **SWOT Analysis**

A SWOT analysis should be completed annually on your business or organization. A SWOT analysis examines the organization's strengths, weaknesses, opportunities, and threats. The more reflection, honesty, and vulnerability this is completed with, the more impactful the findings will be. This is an internal document and worry of leaked information should never be an issue. We recommend a minimum of 5 answers for each topic. Including trusted peers or mentors could add additional depth to the activity and highlight strategic areas for change.