Exercise #4 (60–90 minutes)

Use the following table to brainstorm a list of your organization's strengths and weaknesses and of the opportunities and threats it faces. Draw upon the results and issues you discussed in the earlier exercises, such as the organizational assessment, other groups in the community, major trends that will affect your organization, and key discussion points that were raised. Make sure that you consider both current issues and likely issues in the future. After doing the initial brainstorm, you may want to refer to the Internal and External Issues Checklist to see if you have overlooked some important issue (do *not* use this as a checklist while doing the exercise).

Brainstorming List. "What are your group's strengths, weaknesses, opportunities, and threats?"

Strengths	Weaknesses	Opportunities	Threats