

After completing the Brainstorming List, now comes the fun part: categorizing the brainstorming list into a SWOT matrix (see below). Your group's strengths and weaknesses contain the seeds of opportunity and threat. Likewise, the external opportunities and threats your group faces relate directly to

your strengths and weaknesses. Take each of the major strengths and weaknesses you've listed in the Brainstorming List and consider whether these are opportunities or threats. Be aware that some might be both an opportunity and a threat. For these issues, carefully think about what factors influence

which it would be—such factors are things you should address in your strategic planning. Do a similar process for the major opportunities and threats, categorizing them by whether they relate to your strengths or weaknesses.

### SWOT Analysis

		EXTERNAL	
		Opportunities	Threats
INTERNAL	Strengths		
	Weaknesses		

**Alternative Directions Suggested by SWOT Analysis**

		EXTERNAL	
		Opportunities	Threats
INTERNAL	Strengths	Invest	Defend (either alone or with others)
	Weaknesses	Decide—become stronger to take advantage of or let the opportunity pass by	Damage control