|  |  |  |
| --- | --- | --- |
|  | **Strengths**  1  2  3  4 etc | **Weaknesses**  1  2  3  4 etc |
| **Opportunities**  **SO Strategies**  *Use strengths to take advantage of opportunities*  1  2  3  4 etc | **WO Strategies**  *Minimise or overcome weaknesses by taking advantage of opportunities* |  |
| **Threats**  **ST Strategies**  *Use strengths to overcome, defend against or avoid threats*  1  2  3  4 etc | **WT Strategies**  *Minimise effect or impact of weaknesses and avoid threats* |  |

**Internal Factors**

**External Factors**