|  |  |  |
| --- | --- | --- |
|  | **Strengths**1234 etc | **Weaknesses**1234 etc |
| **Opportunities****SO Strategies***Use strengths to take advantage of opportunities*1234 etc | **WO Strategies***Minimise or overcome weaknesses by taking advantage of opportunities* |  |
| **Threats****ST Strategies***Use strengths to overcome, defend against or avoid threats*1234 etc | **WT Strategies***Minimise effect or impact of weaknesses and avoid threats* |  |

**Internal Factors**

**External Factors**