**Strengths** (Internal – within your “control”)
- What do we do better than anyone else?
- What is your strongest business asset?
- Do you consider your team strong? Why?
- What do you offer that makes you stand out from the rest? / What unique resources do you have?

**Weaknesses** (Internal)
- Are there gaps/inefficiencies in our organizational processes?
- What can be improved?
- In what areas do your competitors have the edge?
- What necessary expertise / manpower do you currently lack?
- Do you have cash flow problems? / Are you relying primarily on just a few clients or customers?

**Opportunities** (External – most likely not within your “control”)
- As you look towards the future, what opportunities exist (or likely to develop) that you should take advantage of?
- What trends do you see in your industry? / What trends might impact your industry?
- What external changes present interesting opportunities?
- What have you seen in the news recently that might present an opportunity?
- Additional opportunities / partnerships / expansion areas / funding sources

**Threats** (External – most likely not within your “control”)
- What external obstacles do you face?
- What is your competition or other organizations doing that you're not?
- What challenges can be turned into opportunities?
- Are external economic forces affecting your bottom line?
- What are the current risks in our organization?