

An overview of the areas in which you excel and those in need of improvement from both internal and external perspectives



Competitive Advantage	<b>STRENGTHS</b>	<b>OPPORTUNITIES</b>
	Build	Invest
Operational & People Goals	<b>WEAKNESSES</b>	<b>THREATS</b>
	Shore up	Monitor

**INTERNAL**

- Board / Executives
- Employees
- Customers
- KPI's

**EXTERNAL**

- Mega Trends
- Industry
- Market
- Competitors